



MAIN STREET CORRIDOR



LAND USE & DEVELOPMENT PLAN



**Planning, Preservation
& Urban Design Division**

**City Planning & Development
Department**

Kansas City, MO

Adopted January 9, 2003



Main Street Corridor Land Use & Development Plan

ADOPTED BY CITY COUNCIL JANUARY 9, 2003

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I. Introduction

A. Purpose

Planning is the process by which a community assesses what it is and what it wants to become, and then decides how it can make that happen. In Kansas City, the comprehensive and strategic plan is *FOCUS Kansas City*, adopted unanimously by City Council in October 1997. It is the adopted policy guide for all land use and zoning decisions.

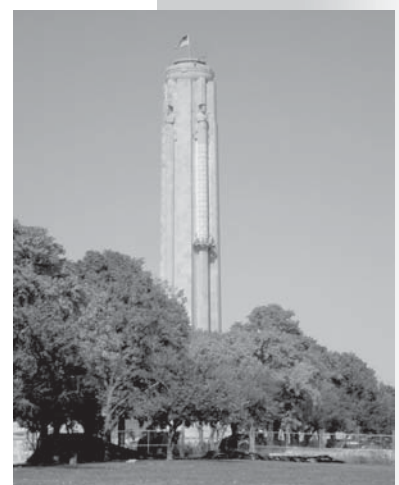
Other more detailed plans, including the *Main Street Corridor Land Use and Development Plan*, area plans, project plans or neighborhood plans, make detailed “area specific” recommendations. The *FOCUS Kansas City Plan* did not replace these more detailed plans - they continue to serve as a guideline as to how development should be occurring in a specific area of the city.

The Main Street Corridor Plan:

- Will serve as a guide for residents, property owners and developers, staff, City Plan Commission and City Council in making good land use, design and development decisions in the Main Street Corridor
- Is a well reasoned community-based justification for a particular approach to conservation and development in the Main Street Corridor
- Serves as an inspiration and quality guide for supporting and intensifying the unique character of development along and near Main Street.



Osco Drug clock tower at
39th and Main Street



Liberty Memorial

I N T R O D U C T I O N

The goal of the Main Street Corridor planning process was to create an adoptable plan that provides direction relating to future:

- Public and private development
- Urban design and land use recommendations
- Identification of opportunities to retain and attract new businesses
- Development/redevelopment of appropriate portions of the study area.

B. Project Area

The Main Street Corridor includes twelve U.S. census tracts: 31, 43, 44, 47, 48, 49, 50, 51, 66, 67, 68 and 69. The primary boundaries associated with the census tracts are:

- Broadway Boulevard on the west
- Kansas City Terminal Railroad Tracks on the north
- Gillham Road on the east
- Volker Boulevard on the south



Fountain and Main Hall of Union Station

II. Corridor Conditions

The following is a profile of the Main Street Corridor area in terms of demographics, economic activity, and the current planning environment. The data is reviewed within the framework of planning influences, infrastructure and economic and community development.

The level and type of public investments being made in the Corridor offer important opportunities to generate private development and mitigate instability associated with some of Main Street's commercial areas and neighborhoods. Demographic, housing and market data support the characterization of Corridor neighborhoods as conservation and stabilization areas.

A: Current Environment

OVERVIEW

The following is an overview that compares the Main Street Corridor to citywide information in relation to demographics, housing and market conditions, using United States Census figures:

- After a significant drop in the percentage of population between 1970-80, the percentage change in population has been slowing in the corridor mirroring a citywide trend.
- The corridor is home to larger percentage of younger adults with high levels of education than the citywide average.
- High rental rates and a high percentage of non-family households paired with lower median income than the citywide average suggest that the corridor has a large population that is just starting out professionally and is likely to be very mobile in housing decisions.
- A high percentage of housing units was built before 1940 as compared to the citywide average.
- In 1990, although nearly 16.6% of the jobs within Kansas City, Missouri existed in the corridor, only 4.3% of the population lived in this area.
- The largest employment sector of the corridor is the service industry, which is expected to grow in the next two decades.
- The corridor is within an area that extends from Downtown to Brush Creek where, since 1996, the highest concentration of development projects valued at \$5 million dollars or more is located within the City.



Wild Oats Community Market at 43rd and Main



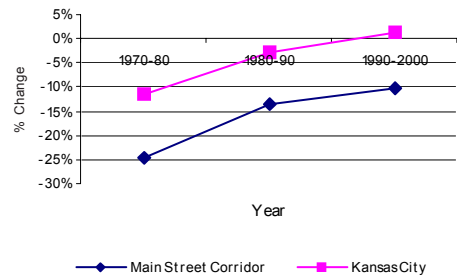
Multifamily housing at Linwood and Main

DEMOGRAPHICS

Rate of Change in Population

The population of the Main Street Corridor has been in decline over the past decades. The rate of decline has been slowing, mirroring a citywide trend.

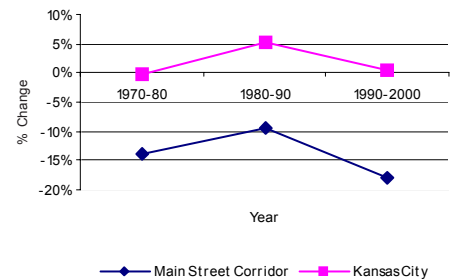
Rate of Change in Population



Change in the Number of Households

Over the last ten years, the number of households in the corridor declined, after a 5% growth the previous decade mirroring a citywide trend. The decline of both the population and number of households may be due to the re-conversion of many single-family homes within the corridor.

Change in the # of Households

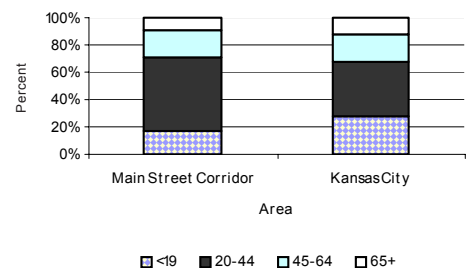


Single family housing in historic Old Hyde Park

Age Distribution Within the Population

The age distribution of residents living in the Main Street Corridor differs greatly from the citywide distribution in the <19 age group (less) and 20-44 age group (more). The percentage of the

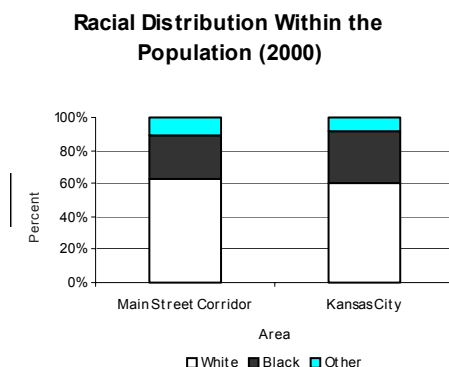
Age Distribution Within the Population (2000)



corridor's population in the above 44 years old category is generally reflective of the citywide average. It appears that a larger number of young professional persons with no children are living in this area as compared to the rest of the city.

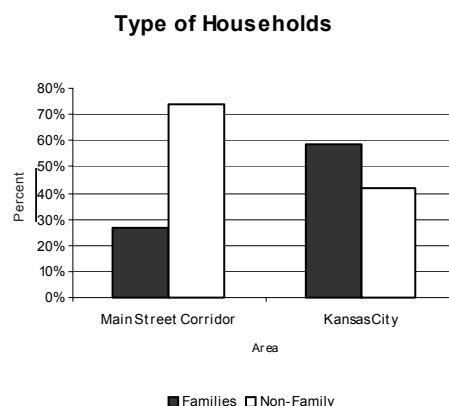
Racial Distribution Within the Population

The racial composition of the Main Street area is closely aligned with the citywide average.



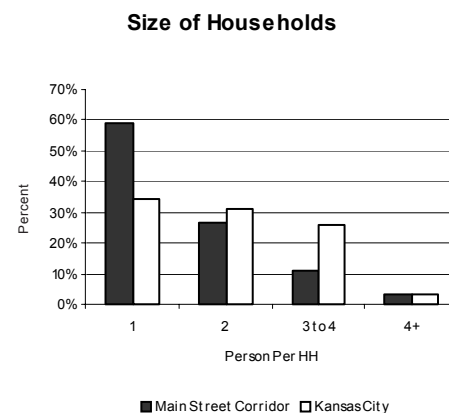
Type of Households

The percentage of non-family households is twice as high as the citywide percentage. This might be partially explained by the large percentage of individuals in the 24-45 year-old age group living in the area, who may be living alone or with roommates, instead of in family units.



Size of Household

The average size of a household is considerably lower than the citywide average - with Main Street having a 1.7 person average compared to a 2.4 person average



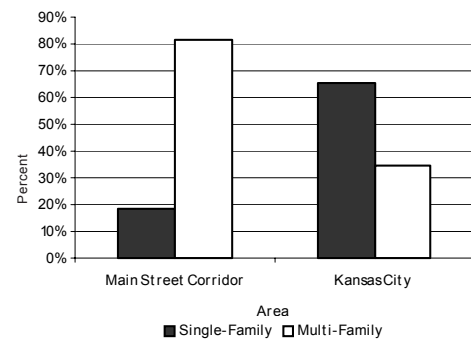
citywide. This again is consistent with the notion of a large percentage of younger residents without families living in the area.

HOUSING

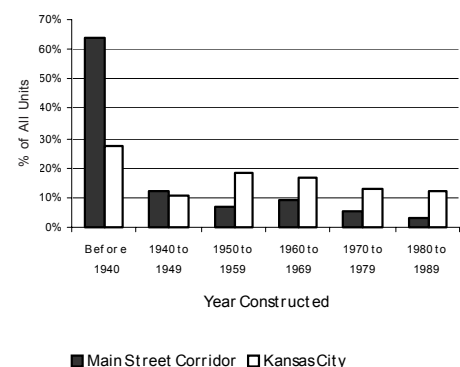
Housing Type

The Main Street Corridor has more multifamily housing than the citywide average. The multifamily percentage may be changing because it includes homes that were originally built as single family homes and then subdivided at a later date. A 26% drop in group quarters in the area from 1990-2000 and conversations with residents suggest that more homes are being reconverted to their original single family status.

Housing Type (1990)



Age of Housing (1990)



Traditional colonnade style multi-family unit apartments

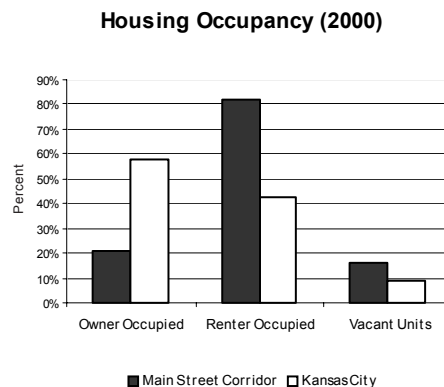
Age of Housing

The housing stock within the corridor is older than the citywide average, with over 60% of it being built before 1940. The age and central location of this housing contributed to single

family home conversions to multi-unit dwellings and also to the demolition of single family housing and its replacement with multifamily housing. Although a significant number of homes are being reclaimed to their original form, there are still a number of subdivisions within single-family homes in the corridor.

Housing Occupancy

Both the percentages of renter occupied and vacant housing units are significantly higher than the citywide average. The most obvious reason for this is that the corridor possesses a larger number of multifamily apartment buildings. In addition, there may be a correlation between the high percentage of renters and the large numbers of young adults living in the area, who are more likely to be mobile and to rent than older adults.



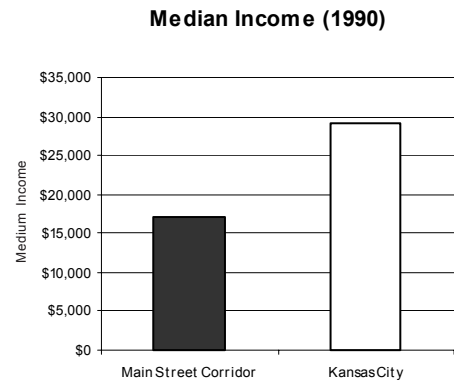
Additional Housing Conditions

- The median value of owner-occupied single-family homes in the Main Street area exceeds the median value for single-family homes citywide by approximately 11 percent
- Median gross rents in the Main Street Corridor lag behind median gross rents for the city by approximately 10 percent.
- Main Street Corridor housing represents less than 4 percent of the citywide housing stock
- Only half of the housing demolished within the corridor after 1990 has been replaced with new units constructed in this area

MARKET CHARACTERISTICS

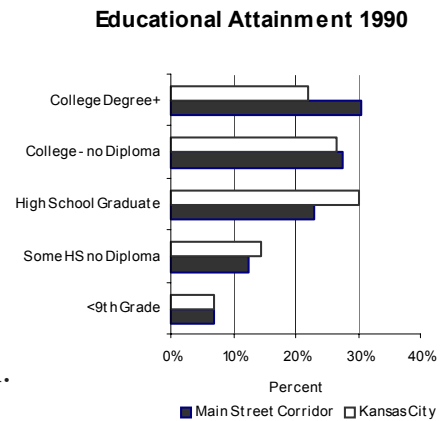
Median Income

The median household income for the Main Street area was only about 60 percent of the citywide median in 1990. In addition, more than 67 percent of the households in the area earned less than the city's median income. This may be due to reasons including the area's smaller household size as compared to the citywide average (1.7 compared to 2.4 persons).



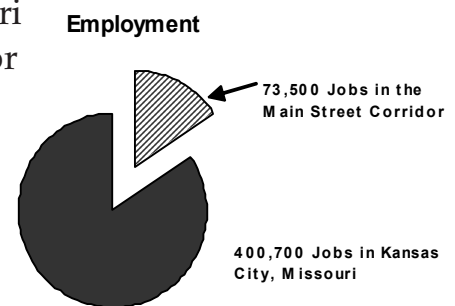
Educational Attainment

In 1990, the educational attainment is similar between the Main Street area and citywide levels. The major difference is that there is a slightly higher level of college degree holders in the area.



Employment

In 1990, 1 out of 5.5 jobs within Kansas City, Missouri was located in the corridor planning area. According to MARC projections, the corridor will remain a strong employment center in the future.



Source: 1990 US Census



American Century Companies, Inc.
office towers at 45th and Main Street

CORRIDOR CONDITIONS

Additional Market Conditions

- Main Street residents are typical of Kansas City in terms of occupation, with a significant portion of the workforce employed in the service sector.
- Service sector employment in the Main Street area should see significant growth over the next two decades.

B: FOCUS Neighborhood Assessments

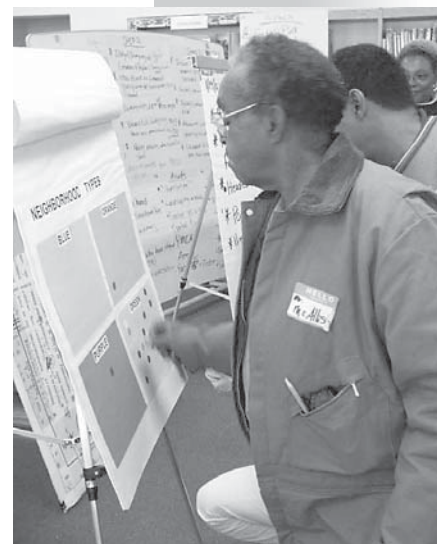
The *Main Street Corridor Land Use and Development Plan Existing Conditions Report* (January 2001), contains a detailed discussion of the priorities of citizens for the corridor. These issues are primarily identified in the corridor's *FOCUS Neighborhood Assessment Reports*, which were conducted in August 2000. The neighborhood assessment process allows residents to identify and prioritize issues and then evaluate the condition of their neighborhood and select what type of neighborhood they are in comparison to other neighborhoods in the city. The results of the neighborhood assessments are summarized in the matrix below.



Above and below: Community exercises at Neighborhood Assessment meetings

Neighborhood Assessment Issues Matrix

Neighborhood	Neighborhood Type	Neighborhood Priorities
Country Club Plaza Park Central Research Park, Rockhill Homes	Conservation	Promote capital improvements in the area, Further partnership with Brush Creek Community Partners
Crown Center, Union Hill	Conservation	Enforce existing housing codes, Improve and calm traffic flow along 31st Street and Main
Old Hyde Park Broadway/Gillham	Stabilization	Maintain neighborhood character, Reduce crime, Promote traffic safety, Establish a more unified community
Southmoreland, Plaza Westport, Westport Neighbors United	Stabilization	Improve safety of Westport Entertainment District, Increase beautification and neighborhood livability, Upgrade physical aspects of the community



NEIGHBORHOOD TYPE DEFINITIONS

Conservation Neighborhood

A neighborhood that has been developed for some time with established businesses and institutions located in the neighborhood. Most homes are occupied; little demolition has occurred and vacant land is scarce. Public and private areas are well maintained. Some infrastructure repairs may be needed to keep the neighborhood attractive. Neighbors, the neighborhood association, or the city can address most problems.

Stabilization Neighborhood

A neighborhood that has been developed for some time. Businesses and institutions located in the neighborhood may be expanding or scaling back services. Infrastructure may need repair, replacement or upgrading. Many houses, businesses and public areas appear to lack routine maintenance. Such conditions are impacting property values. Problems are becoming more difficult to address through neighbors, the neighborhood association or the City.



Union Hill neighborhood marker

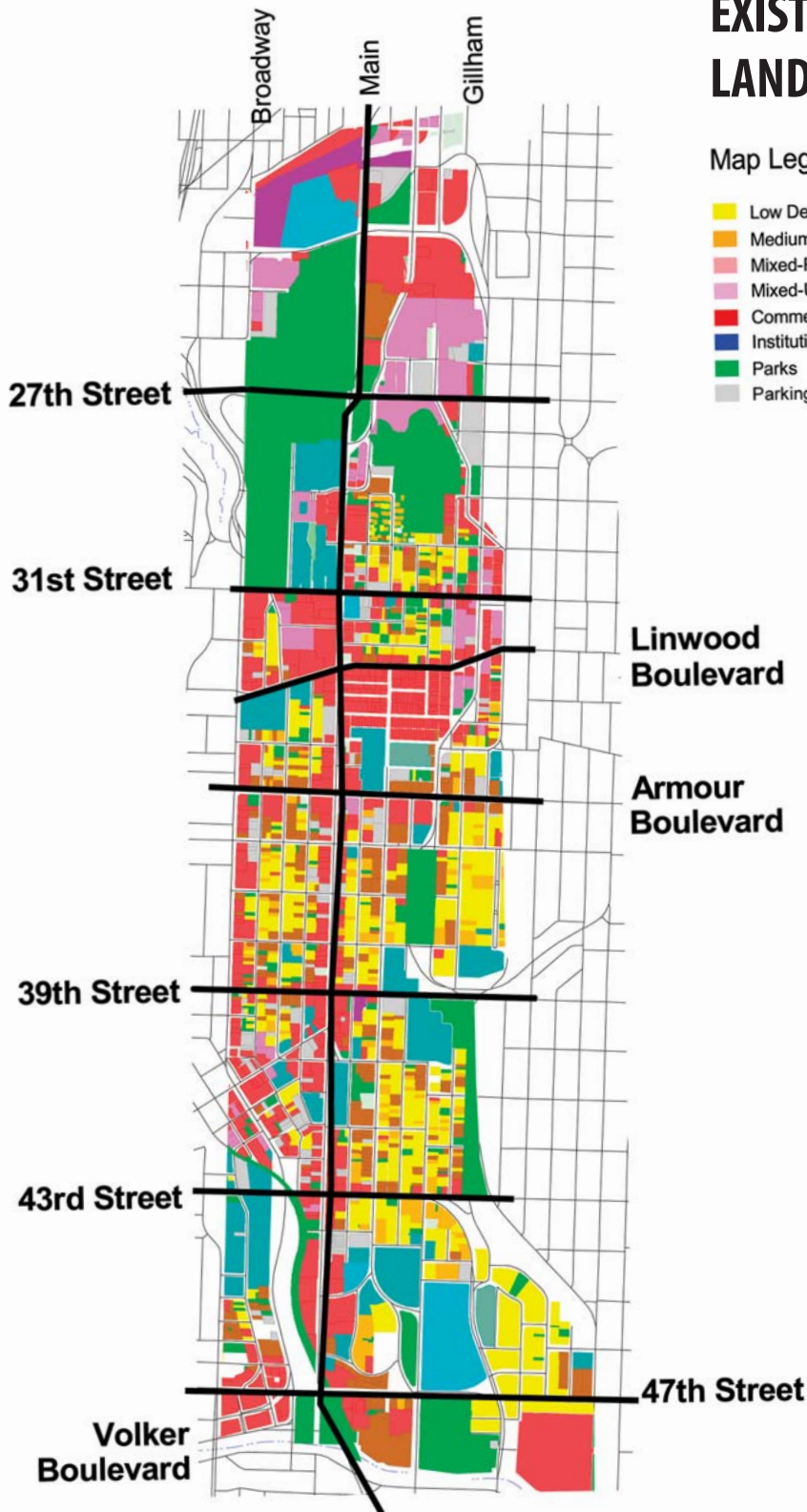
C: Existing Land Use

Although there are parks and institutional uses, the predominant land use along Main Street is commercial. Except at major cross streets, the commercial uses are one half-block in depth and do not generally project into adjacent residential areas beyond one half block.

EXISTING LAND USE

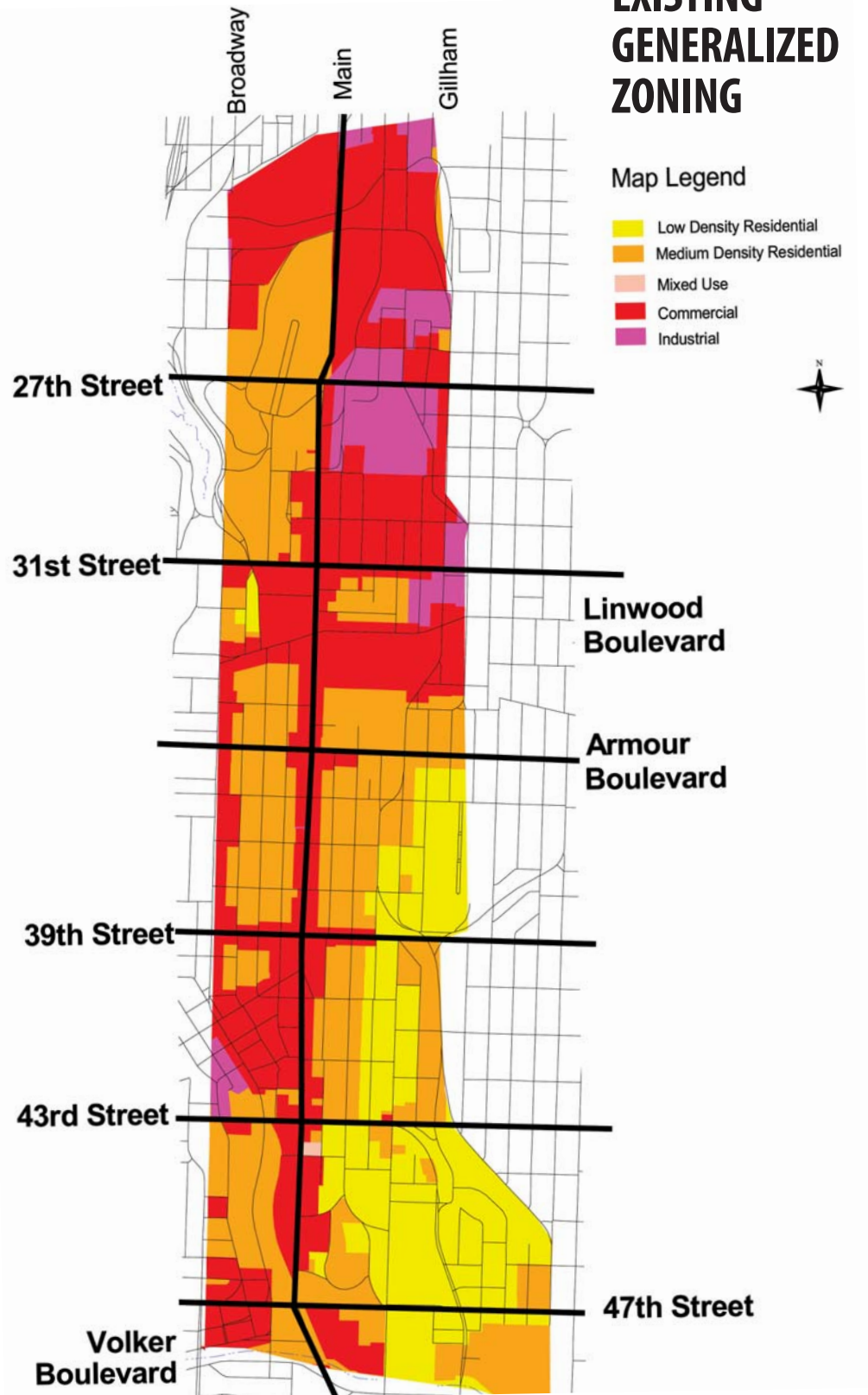
Map Legend

- Low Density Residential
- Medium Density Residential
- Mixed-Residential
- Mixed-Use
- Commercial
- Institutional
- Parks
- Parking



CORRIDOR CONDITIONS

EXISTING GENERALIZED ZONING



CORRIDOR CONDITIONS

D: Existing Zoning

The majority of the properties facing Main Street are zoned for commercial uses, which is consistent with the existing land use policy for the area. Conversely, adjacent residential areas are zoned for multi-unit residential uses, while the existing area plans recommend less housing density.

E: Review of Adopted Plans

Plans produced by the City of Kansas City and affiliated public agencies, are reviewed along with commercial, residential and institutional plans as part of the planning process. This plan inventory provides a comprehensive approach to policy for the area. Outlined below are the plans by type:

- **FOCUS Kansas City Plan**, the City's adopted comprehensive land use plan (1997)
- Citywide plans have general application throughout Kansas City, Missouri, with some specific recommendations for particular geographic areas.
- Area plans, adopted by City Council and later amended by subsequent project plans, establish the land use policy of the City for specific planning areas.
- Project plans, including neighborhood plans and redevelopment plans, must be in compliance with area plans when they make land use recommendations and are adopted by City Council, or must be accompanied by land use plan recommendations, or must be declared the plan of record.
- Other plans and studies is a general category of plans undertaken by City departments and other public agencies to evaluate policy options and opportunities for development.
- Private plans in the area encompass development and redevelopment projects by for-profit, not-for-profit and institutional entities.



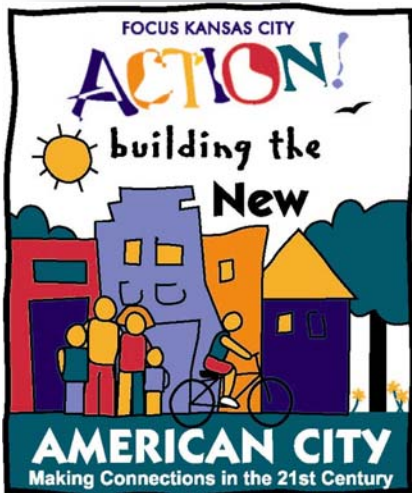
View of Main Street looking north from 38th Street

Review of Proposed and Existing Land Use Policy

In order to provide a context in which to make future policy recommendations, selected policy plans will be considered. The following is a brief review of how the *FOCUS Kansas City Plan* and the policies of the existing area plans, *The Westport Planning Area Plan* and the *Longfellow/Beacon Hill Area Plan*, relate to the corridor.

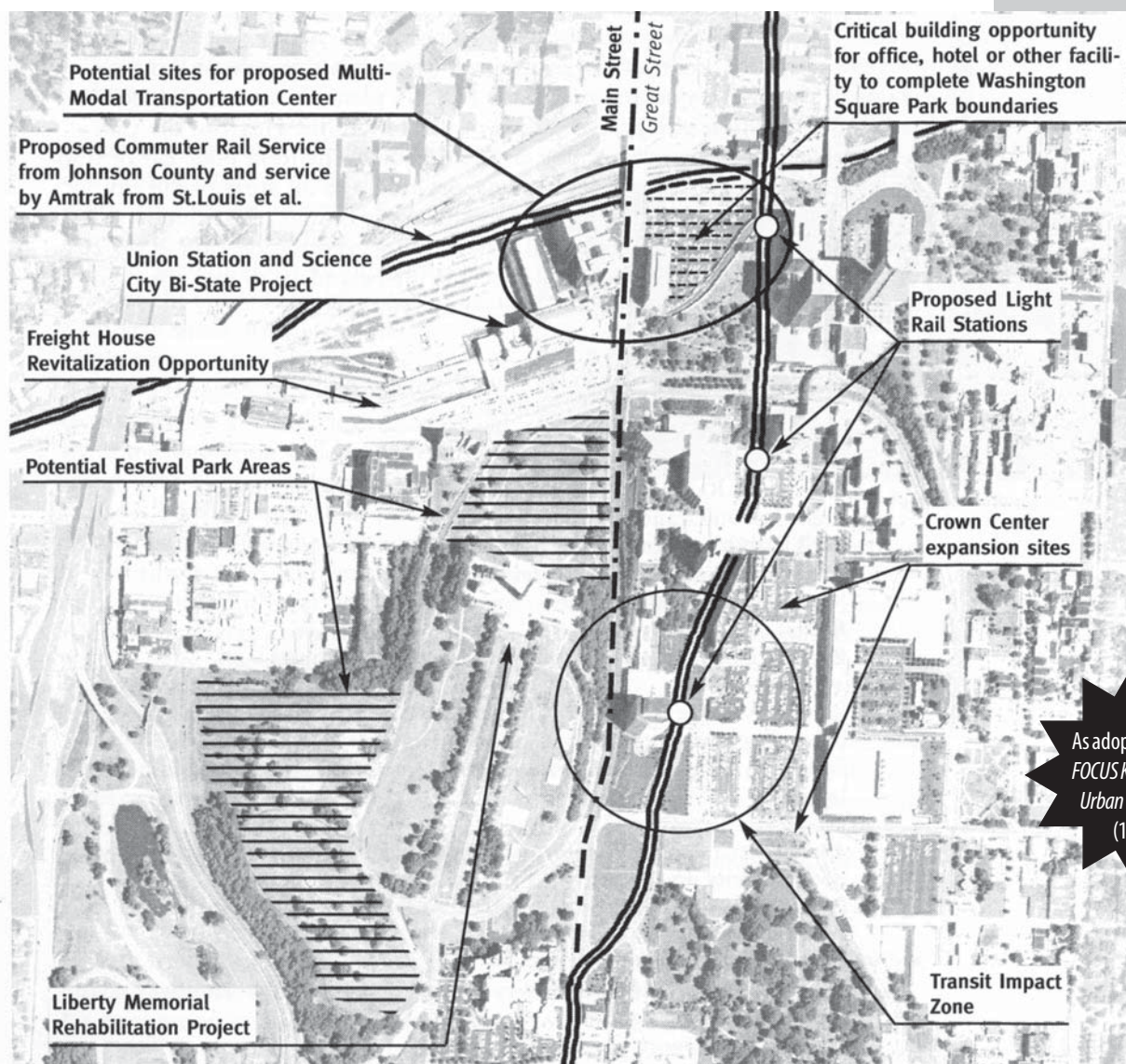
FOCUS RELATIONSHIP

The *FOCUS Kansas City Plan*, the city's comprehensive and strategic plan, is made up of seven component plans that were developed to detail the action steps needed to make the **FOCUS** vision and policy principles a reality. One of these volumes, the *FOCUS Urban Core Plan*, makes specific land use recommendations for the Main Street Corridor. The following is a summary of these recommendations of Main Street that is broken into the: Crown Center/ Union Station District, Midtown District, Plaza/ Westport District and the Brush Creek Corridor.



CORRIDOR CONDITIONS

CROWN CENTER / UNION STATION DISTRICT

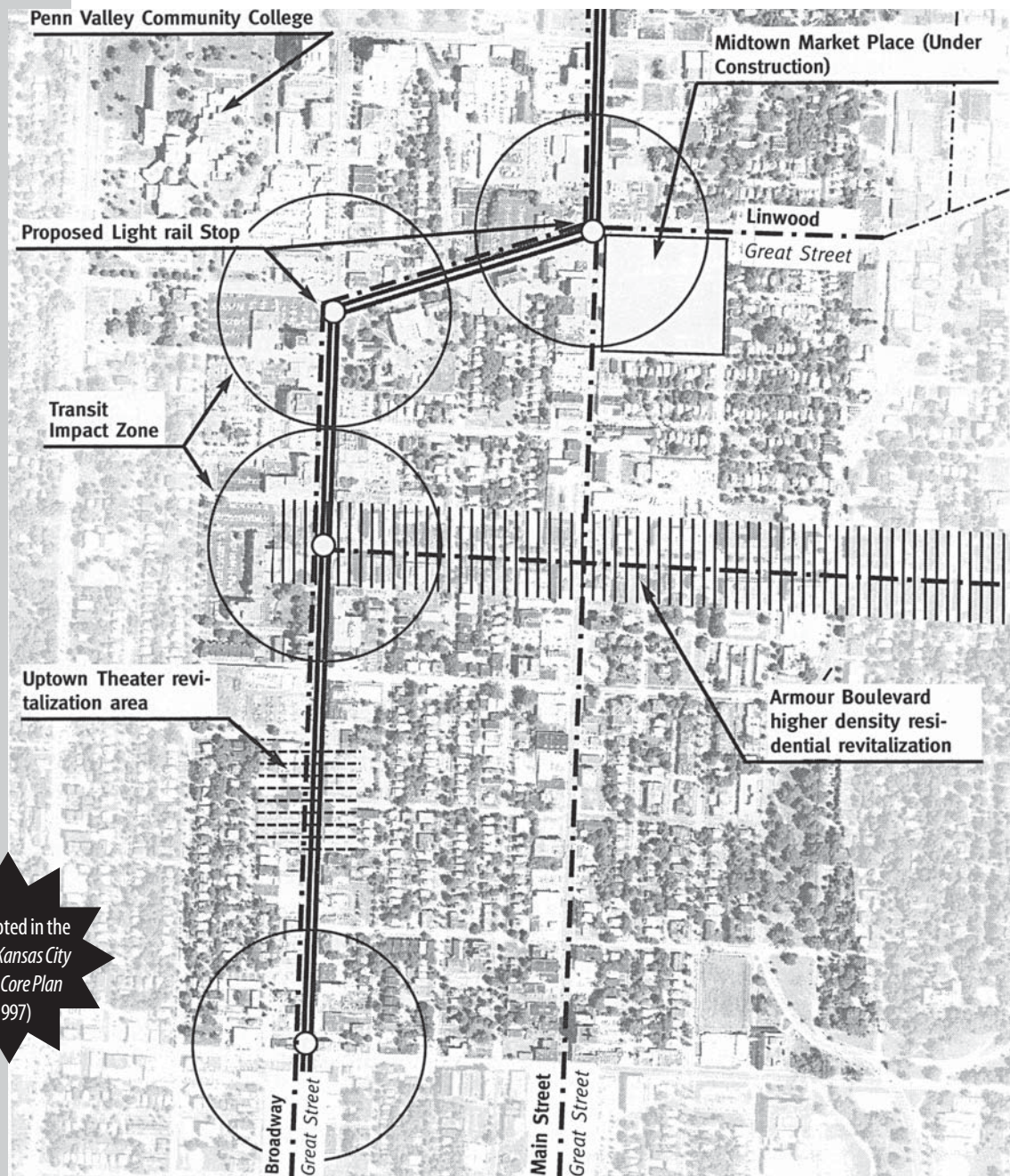


1: Crown Center/Union Station District (Kansas City Terminal Railroad Tracks - 31st Street)

Implementation elements within the Crown Center/Union Station District include:

- Creation of a Multi-Modal Hub and Visitors Center
- Creation of a festival area in Penn Valley Park
- Restoration of the Liberty Memorial
- Expansion of the Jazz Festival
- The construction of a new building on the north side of Washington Square Park
- Encouragement of continued growth of Crown Center and Hospital Hill
- Reevaluation of the need for the 23rd Street Connector

CORRIDOR CONDITIONS



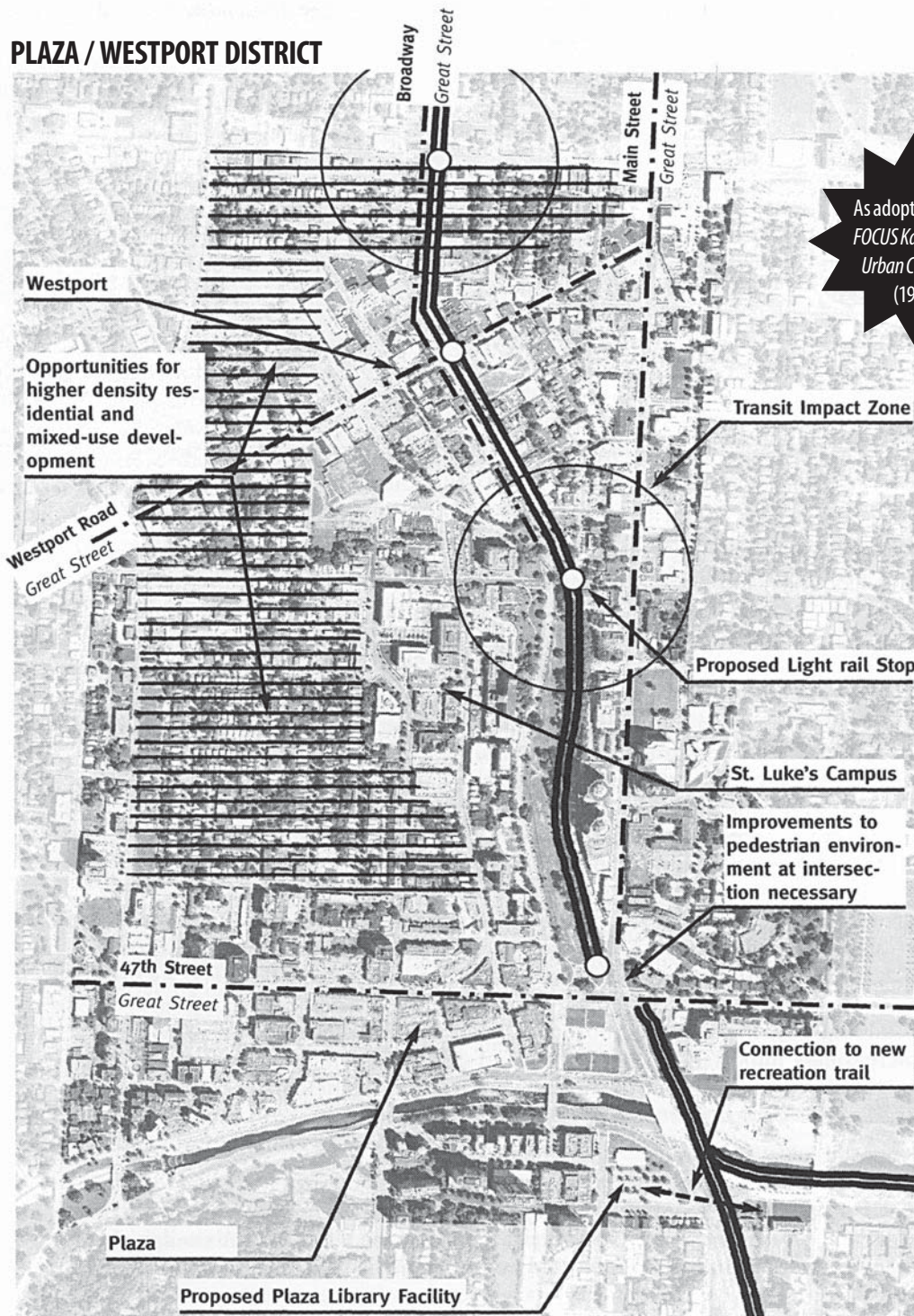
2: Midtown District (31st Street to 39th Street)

Implementation elements within the Midtown District include:

- Construction of the Midtown Marketplace
- Location of light rail stops to promote higher density development
- Encouragement of redevelopment along Armour Boulevard
- Improvement of the Linwood Boulevard streetscape
- Investment in Great Streets - including Main, Linwood, Armour & Broadway
- Implementation of mixed-use zoning
- Encouragement of sensitive large-scale development

CORRIDOR CONDITIONS

PLAZA / WESTPORT DISTRICT



3: Plaza/Westport District (39th Street to Brush Creek)

Implementation elements within Plaza/Westport District include:

- Continued upgrade of Main Street Corridor
- Enhancement of the Broadway Connector
- Development of light rail stations with accessible connections to Westport & the Plaza
- Connection of Trolley Track Trail to Library, Brush Creek and the Plaza
- Investment in Great Streets including Main, Broadway and 47th Street
- Encouragement of high density residential development between Westport and the Plaza

CORRIDOR CONDITIONS

WESTPORT PLANNING AREA PLAN:

The *Westport Planning Area Plan*, adopted in 1972, encompasses an area bounded on the north by 31st Street and Linwood Boulevard, on the west by the Kansas-Missouri state line, on the south by Ward Parkway and Volker Boulevard and on the east by Troost Avenue.

The existing Plan calls for continuing the commercial development along Main Street as well as the dense residential development pattern adjoining Main Street that existed when it was adopted. In the Main Street Corridor study area, recommendations can be generally characterized as:

- One half block deep commercial designations for properties facing Main Street
- Nodal Land Use Recommendations:
 - ✓ Linwood - east of Main Street commercial on the south side of street.
 - ✓ Armour Boulevard: office
 - ✓ 39th Street: west of Main Street multifamily residential
 - ✓ East of Main Street commercial
 - ✓ Westport Road: west of Main Street commercial
- Primarily multifamily residential medium density from 34th to 44th Street to the east of Main Street.
- Primarily multifamily low density from 31st to 39th to the West of Main Street.
- Pockets of one/two family residential from 39th to 43rd to the west of Main Street.
- Proposed controls on "off-site" advertising signage.



Intersection of 31st Street
and Main Street

Because lower density residential and nodal mixed-use areas were advocated during the process, it appears that there will need to be a significant modification to the Westport Planning Area's Land Use Map.

BEACON HILL/LONGFELLOW AREA PLAN:

The *Beacon Hill/Longfellow Area Plan*, adopted in 1976, encompasses an area bounded on the north by the Kansas City Terminal Railway Tracks, on the west by Southwest Trafficway, on the south by 31st Street and on the east by Troost Avenue.

The west side of Main Street is dominated by Penn Valley Park, which stretches from Pershing Road to 28th Street. Otherwise the proposed development pattern facing Main Street is mainly commercial, with other uses in the corridor being characterized as:

- Trinity Lutheran Hospital is designated as a Public Semi Public Use
- Union Hill Neighborhood as Mixed-Use Residential
- Union Hill Cemetery as a Public/Semi-Public Use
- Crown Center as Office Commercial, Retail Commercial and Light Industrial
- To the east of Main Street there are pockets of Medium Density Residential - North of Washington Square, 25th to 26th Street, Southern 1/2 of the block between 29th and 30th Street
- Introduction of Mixed-Use Residential Use in the Union Hill Neighborhood



Union Hill Cemetery

CORRIDOR CONDITIONS

III: Main Street Corridor Planning Process

A: Outline of Process

The *Main Street Corridor Land Use & Development Plan* was designed to be a public planning process involving area residents, businesses and institutions. The decision making body was made up of a citizen steering committee and project area work teams that represented different segments of the corridor. Both of these bodies were appointed by the Mayor. The consultant team and members of the staff of the City Planning and Development Department provided staff support for the steering committee and the sub-area work teams.

As part of the planning process, the steering committee and the sub-area work teams created a list of “Big Issues” facing the corridor. These issues were determined upon their reviewing all demographic data, the results of the *FOCUS Kansas City Neighborhood Assessments*, current city policy and their experience in the corridor.

“Big Issues” for the Main Street Corridor

- Corridor Identity
- Aesthetics
- Transportation
- Land Use
- Historic Preservation
- Corridor Edges
- Neighborhood Issues



Steering committee members
at work identifying issues

B: The “Big Issues”

The following are background descriptions related to the “big issues” within the Main Street Corridor.

CORRIDOR IDENTITY

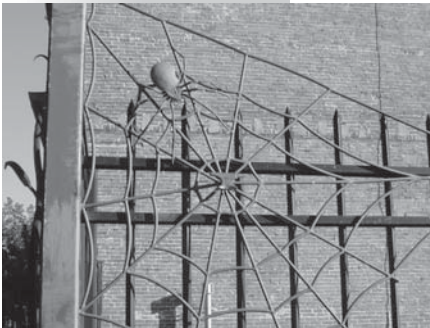
Throughout the planning process, participants discussed how the Main Street Corridor lacked a “sense of place.” Rather than having a distinct identity like other areas of the city, the corridor is generically described citywide as “Midtown.” It is a goal of the plan to create distinct identities for a series of targeted areas throughout the corridor, making the area a destination spot rather than an area to pass through.

AESTHETICS

The appearance of Main Street is an important issue for the community. Participants noted that when properties become blighted or appear to be “out of place”, they detract from the area’s appearance. Newer developments that do not possess the historic character of the corridor fail to reinforce the urban fabric and are often regarded as detrimental to Main Street’s individuality.

There was considerable discussion of how aesthetics will be critical to the corridor’s future. Among the topics discussed include how:

- The various elements of the physical city fit and work together
- The framework of the city ties important locations together
- New construction should relate to physical elements already in place
- Neighborhoods should function and be designed to fit into the overall community
- Government processes should work effectively to achieve these goals.



An example of decorative fencing

TRANSPORTATION

Main Street has been and will continue to be one of the most important streets and transit routes in Kansas City. In addition to being home to a wide variety of residential, commercial, and institutional uses, it connects areas such as Downtown, Crown Center, Westport, and the Plaza. Participants believe it needs to evolve to better serve multi-modal transportation options. Among the transportation issues discussed during the process were:

- Pedestrian/bicycle concerns
- Vehicular traffic
- Parking
- Transit



METRO ridership makes Main Street a central corridor in the city's transit network

LAND USE

A mixture of commercial and mixed-use development is envisioned for the future of the Main Street Corridor. The mixed-use land use designation is an alternative to the conventional suburban model of development. These areas concentrate uses in a manner that enables high-density residential, specialty retail, entertainment, and office uses to be integrated into a compact pedestrian-scaled pattern. Mixed-use areas that possess concentrated but diverse activities and uses, landmark architecture, and an inviting system of plazas, walks and open spaces will:

- Shape identifiable centers of activity and provide a focus for the community
- Utilize land and infrastructure more efficiently
- Improve property values beyond conventional development
- Improve overall livability



In residential areas, the issues of protecting existing single family housing stock and buffering between commercial uses and residential uses is of particular concern.

B I G I S S U E S

HISTORIC PRESERVATION

Maintaining and enhancing the condition of Main Street's historic development pattern is a priority in the corridor. Area residents favor businesses that contribute to the historic development character of the corridor. This involves not only protecting existing historic structures and/or renovating existing buildings but also ensuring that when new structures are built they are of compatible construction that reinforces the urban fabric and the eclectic retail mix.

CORRIDOR EDGES

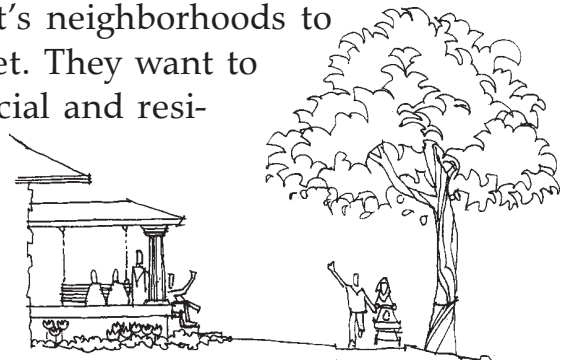
Another idea that is meant to redefine the corridor is the notion of Corridor Edges. These edges are the entry or transition points to or within the corridor, and will provide a sense of arrival or transition in the Main Street Corridor. The plan's participants felt that strengthening these edges would provide an improved environment for both the business and residential uses in the study area.



An example of a bad edge: poorly maintained properties negatively influence the "sense of pride".

NEIGHBORHOODS

Although the initial focus of the Main Street Corridor was on Main Street, it became evident that an examination of the adjacent residential areas was also necessary. Main Street stakeholders consider economic and racial diversity found in many of Main Street's neighborhoods to be an important asset. They want to ensure that commercial and residential development and redevelopment activities continue to support that environment.



IV: Corridor Policy and Action Steps

The following chapter will be broken down according to the seven “big ideas” introduced in the preceding chapter (Corridor Identity, Aesthetics, Transportation, Land Use, Historic Preservation, Corridor Edges and Neighborhoods) and will ultimately provide policy statements and implementation strategies for each. Each “big idea” will be discussed according to the following outline:

1. THE CONTEXT

This section will provide factual background information related to each of the “big ideas.” This could be in the form of census information, photographs or other evidence.

2. PUBLIC INPUT

This section will introduce the comments and concerns expressed by the public during the planning process. Whenever possible, issues within the “big ideas” are broken down to communicate more specific concerns of the plan’s participants.

3. THE POLICY STATEMENT

The policy statement reacts to “The Context” and “Public Input” sections and serves to define a course of action to achieve each particular vision or goal.

4. FOCUS

This section is a listing of policies within the **FOCUS Kansas City Plan** that provide support for the policies that are advocated within the plan. Since **FOCUS Kansas City** is the City’s strategic and comprehensive plan, it is necessary for the policies of the corridor plan to be consistent with **FOCUS**.

5. ACTION STEPS

The Action Steps within this plan are defined as specific courses of action designed to achieve a particular vision or goal. The implementation responsibility is assigned to each Action Step. To assist in the implementation of the plan, the Action Steps will be assigned a priority:

- ✓ Short Term Action - To be implemented soon after the adoption of the plan.
- ✓ Medium Term Action - To be implemented in the first 2-5 years after the adoption of the plan.
- ✓ Long Term Action - These are longer term goals that will be implemented within 5-10 years after adoption of the plan.

Corridor Identity

THE CONTEXT

Main Street is one of the City's most important pathways and contains some of Kansas City's most recognizable landmarks. In recent years structures have been added to Main Street that are not consistent with its traditional development pattern. Although it is home to many historic buildings, this recent development pattern has eroded the identity of the corridor.



Above and below right: newer structures often are not consistent with traditional development in the area



PUBLIC INPUT

Main Street needs to re-establish its place as an important destination within the city. This rebirth involves recapturing the urban feel of the corridor, which will in turn create recognizable lively settings. Participants stressed that Main Street must maintain its eclectic nature and not be suburbanized. This discussion was broken down into:

- Main Street Identity
- Neighborhood Identity
- Placemaking

Main Street Identity

Participants said that lack of identity is a huge part of Main Street's problem. Complaints include poor upkeep of properties, uninteresting or clashing architectural styles and "cheap" construction methods used in some new buildings. Property maintenance, enforceable urban design and quality construction practices are important steps to recreating a positive identity.

Neighborhood Identity

Neighborhoods adjoining the Main Street Corridor planning area have experienced a renaissance. This revival has been responsible for improving the quality of the life, lowering crime rates and increasing property values. Participants stressed that each of these neighborhoods should maintain its own identity. This is important to the people who choose to live there. Strategies discussed to support neighborhoods and have their positive influence spread into the commercial corridor include adaptive reuse of historic structures, quality in-fill development and adequate code enforcement.



Steering Committee field work



Placemaking

Many of the newer structures on Main Street lack the character of the corridor and could be located anywhere within the metropolitan region. Participants wish to have special buildings that create a more defined “sense of place” that is more consistent with historic development patterns. Future land uses should serve adjacent neighborhoods, be citywide destinations and provide a positive stimulus to develop mixed use development along Main Street.

THE POLICY STATEMENT

- Wherever possible, incentives shall be used to encourage quality development over quantity of development throughout the corridor.
- The public and private sectors along with citizens will work together to insure that all new projects will be developed with the goal of maintaining and/or strengthening the identity of the Main Street Corridor.
- Design and placement of corridor identity elements, such as neighborhood markers and street banners, shall be a joint effort between the neighborhoods and the private sector.
- Removal of blight and graffiti within the corridor shall be a joint effort between the neighborhoods and the public and private sectors. Graffiti and blight shall not be tolerated and shall be removed whenever possible within 48 hours.
- Key entry points into the corridor, where major cross streets intersect proposed mixed use nodes on Main Street, shall be highlighted with special identity elements such as street banners, neighborhood markers or public art pieces.

- Entry points on cross streets between Main Street and adjoining neighborhoods shall be designed through a partnership of the neighborhoods and the private sector to strengthen the identity of these areas along Main Street.
- Gateway elements shall be strategically located and designed through a partnership of the public and private sectors to create a sense of arrival to Main Street. Although gateways may share a common thread, each should be designed to create an individual identity within each specific area.
- Buildings at mixed use nodes shall be the catalyst for developing the “sense of place.” These structures should be unique structures of quality construction that are consistent with the historic development patterns of the area.

FOCUS

- The **FOCUS Quality Places Building Block** advocates creating streetscape elements and standards that make an area unique, create an identity, and recall elements from the particular time at which the area developed.
- The **FOCUS Neighborhood Livability Building Block** promotes code enforcement and other efforts that help improve housing conditions in the neighborhood.
- The **FOCUS Quality Places Building Block** supports development that stresses building quality as much as quantity and that is flexible for different uses in the long term.
- The **FOCUS Neighborhood Livability Building Block** encourages the creation of urban design standards that help create identity and preserve the unique identity of the area.
- The **FOCUS Neighborhood Livability Building Block** encourages neighborhoods to coordinate their neighborhood improvement efforts with community anchors.
- The **FOCUS City Life Building Block** supports the creation of a positive arts program to engage youthful energy in activities that will highlight local culture.
- The **FOCUS City Life Building Block** supports creating historic nodal areas in the corridor in order to provide citizens with information on the city’s history and culture.



ACTION STEPS

Short Term Actions

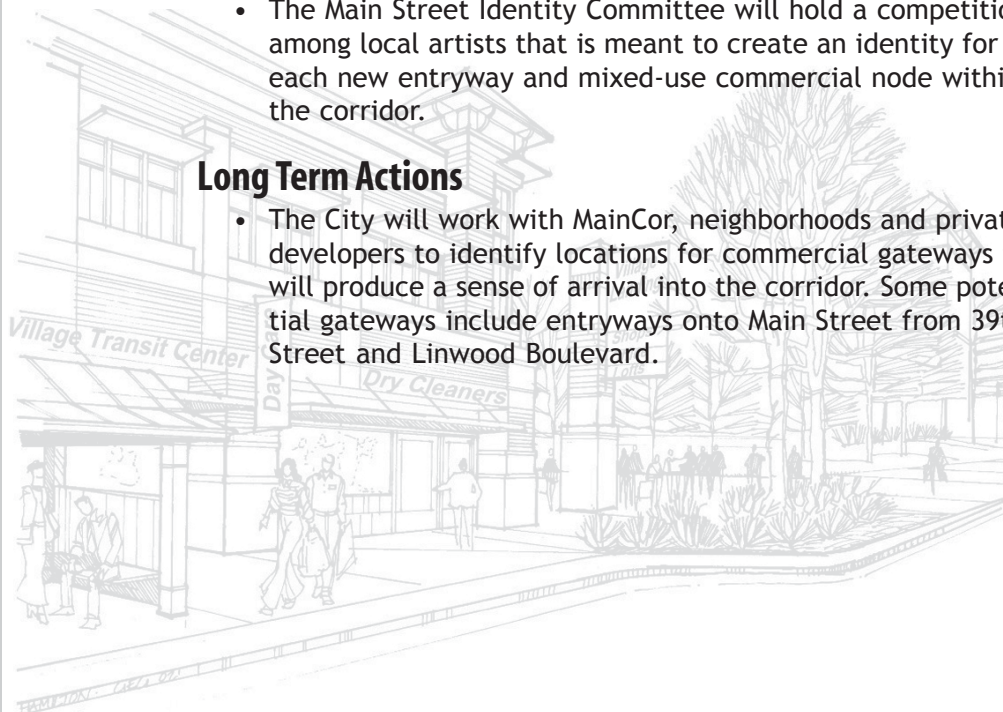
- MainCor will form and administer a Main Street Identity Committee to improve the identity of Main Street made up of representatives of the business, institutional and neighborhood community. The committee will work to create an identity for Main Street, while individual subcommittees will work to create an individual identity for each of the mixed-use nodes on Main Street.
- The Main Street Identity Committee will work to create strategies to remove blighting influences, attract quality redevelopment projects and to market Main Street as a destination spot to the remainder of the metropolitan region.
- MainCor will partner with neighborhood organizations to work with the City Codes Department to solve current problems such as building codes violations, trash and graffiti within the corridor.
- MainCor will work with the Economic Development Corporation of Kansas City, Missouri to pursue quality redevelopment projects and further market development opportunities throughout the corridor.

Medium Term Actions

- MainCor and the Main Street Identity Committee will work with the City and local art institutions to create and administer a “positive” art program designed and created by local artists.
- The Main Street Identity Committee will hold a competition among local artists that is meant to create an identity for each new entryway and mixed-use commercial node within the corridor.

Long Term Actions

- The City will work with MainCor, neighborhoods and private developers to identify locations for commercial gateways that will produce a sense of arrival into the corridor. Some potential gateways include entryways onto Main Street from 39th Street and Linwood Boulevard.



CORRIDOR IDENTITY

Aesthetics

THE CONTEXT

Corridor aesthetics help create the appearance or individuality of a place and give visitors their first impression of an area. Aesthetics are influenced by an area's historic development, ongoing urban design and the sensitivity of new developments to existing development patterns. Corridor aesthetic issues in the area include:

- Recent infill development that often conflicts with historic development patterns in both the commercial corridor and neighborhood areas.
- Regulation of aesthetics on Main Street by the Main Street Special Review District (SRD) from 27th to 47th Street
- A significant amount of vandalism and graffiti writing to structures in the corridor.
- Existing historic commercial properties at a few of the commercial nodes including 39th and Main Street and Pershing and Main.
- Historic residential neighborhoods that flank Main Street within the corridor.
- Some of the most recognizable landmarks within the Kansas City Metropolitan area, including the Liberty Memorial, Union Station, the Osco Clock Tower and KCPT television tower, are located within the corridor.



The KCTV 5 communication tower (top) and Osco Drug clock are two recognizable landmarks citywide.

PUBLIC INPUT

A goal of the participants was to improve the overall appearance of Main Street by maintaining the existing historic development fabric, eliminating structures that are out of character with historical development patterns and removing blight. To accomplish this, the plan's participants felt:

- Urban Design Guidelines should be employed throughout the corridor
- There should be an update of the Main Street Special Review District Guidelines
- A practical effort to minimize the occurrence of graffiti and vandalism in the corridor should be designed and implemented.
- Historic designation design guidelines should be supported and enforced in commercial and residential areas.

Urban Design Guidelines

Establishment of urban design guidelines will strengthen the physical fabric of the community. This would include establishing high standards of design in public improvements and private development. Participants feel that this would create confidence for potential investment, create an expectation that future development will be of high quality, and over time will re-establish Main Street as a special place within the city.

Update the Main Street Special Review District

The Main Street Special Review District (SRD) encourages quality development/redevelopment through good urban design. Loopholes and ambiguity in the current guidelines should be removed. Over the past several years, the members of the Main Street SRD committee have undertaken a review of the current

guidelines to assess their strengths and weaknesses and completed a preference survey of the Corridor. This information was presented to the Main Street Corridor Land Use & Development Plan Steering Committee, who agreed that a revision of the guidelines was necessary.

Graffiti and Vandalism

The public was concerned that the significant amount of graffiti and vandalism on Main Street would deter reinvestment in the area. These activities are seen as a symptom of what is holding Main Street back from being a destination place within the city. The steering committee discussed replacing graffiti with public art as a step in the right direction.



Example of graffiti on public spaces

THE POLICY STATEMENT

- The Main Street Special Review District Guidelines shall be revised by the SRD committee and City Council to implement the ideas within this planning document. (See Chapter 7)
- The Main Street SRD Guidelines will be adopted for all development/redevelopment projects in the Main Street Special Review District boundaries.
- The boundaries of the Main Street Special Review District shall be expanded to include the "Great Streets" identified within the **FOCUS Kansas City Plan** that cross Main Street.
- An effort to fight vandalism and graffiti and promote positive art within the corridor shall be conducted through a partnership of area participants.
- The City and all development review bodies shall use the Main Street Corridor Urban Design Guidelines to review all development projects in the corridor.
- In order to improve the corridor's aesthetic environment, create an active city life and create a better environment for business and jobs, corridor neighborhoods, businesses, and organizations will promote the establishment of public art.

FOCUS

- The **FOCUS Urban Core Plan**, Appendix B recommends the formation of design guidelines that:



- ✓ Encourage windows and doors on the street wall to increase pedestrian safety and interest
 - ✓ Apply texture, patterns, landscaping or other scale giving features when blank walls cannot be avoided on the street wall
 - ✓ Encourage the development of activities and uses interesting to pedestrians including retail shops, restaurants, building lobbies, plazas, urban gardens
 - ✓ Require the use of clear, non-tinted glass on the first floor to allow pedestrians to see activity inside buildings and provide a sense of security
 - ✓ Encourage building forms that provide shelter
 - ✓ Encourage the incorporation of publicly visible art works in new private development and in public spaces
 - ✓ Require landscaping, lighting and other beautification measures for surface parking lots
 - ✓ Encourage new development, both public and private, to include fountains, the symbol of Kansas City
- The **FOCUS Neighborhood Prototype Plan** advocates the use of Urban Design standards that help create identity and that help preserve the unique identity of the area.
 - The **FOCUS Quality Places to Live and Work Building Block** stresses that all new development should stress quality urban design that is consistent with the historic development patterns of an area.
 - The **FOCUS City Life Building Block** advocates using cultural facilities, such as public art and other physical components of our urban environment as focal points of mixed use centers, enhancing the sense of place for an area in which they are located.
 - The **FOCUS Urban Core Plan** requires the establishment of urban design guidelines for all future mixed-use centers.
 - The **FOCUS Citywide Aspirations and Initiatives** stresses the importance of making Kansas City a clean city.
 - The **FOCUS Preservation Plan** advocates preserving both national and locally designated historic structures in accordance with local ordinances and the Secretary of Interior's Guidelines for Historic Preservation.

ACTION STEPS

Short Term Actions

- The Main Street Special Review District Committee will update its current guidelines, revise them to be consistent with the policies of the Main Street Corridor Plan and then submit them to the City Council for adoption.
- The Main Street Special Review District Committee will work with the City to change its policy regarding review of development projects. This will include all projects within Urban Redevelopment Districts (URD) or planned zoning areas which are currently exempt from review.
- The corridor's neighborhood associations will appoint a representative to work with the Codes Department staff to identify properties that are not in compliance with the City's codes.
- MainCor will design and administer a program to mitigate graffiti and vandalism on Main Street. Funding for this program will be sought from a variety of sources including the City, Community Anchors and grants.
- MainCor will work with local neighborhoods, Community Anchors and the City to design and implement a public art program.

Medium Term Actions

- A "Clean Corridor" organization will be formed with the goal of making the Main Street Corridor a clean urban area.



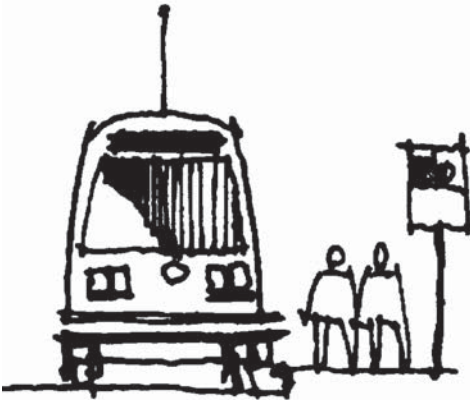
Sculpture at the Kemper Museum of Art

Transportation

THE CONTEXT

Main Street has been and will continue to be one of the most important streets in Kansas City. In addition to being home to a wide variety of residential, commercial and institutional uses, it connects areas such as Downtown, Crown Center, Westport, and the Plaza area. The following are transportation related characteristics of the corridor:

- Main Street is designated as a “Primary Arterial” in **Kansas City’s Major Street Plan**.
- The majority of both signalized and unsignalized intersections along Main Street experience accidents greater than twice the citywide average.
- The percentage of corridor residents who drive to work is 60.8% and is significantly fewer than the 74.7% citywide
- Corridor residents are more likely to walk to work with 9.4% walking compared to 2.8% citywide, in 1990.
- Although pedestrian accidents only make up 1.3% of all vehicular collisions, the intersections with Main Street at Armour Boulevard, 37th Street, 39th Street and 43rd Street have been identified as “Locations with High Frequency Accidents” by the Kansas City Department of Public Works.
- The Central Business Corridor Transit Plan, which explored alternative routes for future multi-modal transportation improvements within the CBC, designates Main Street as the route for any future fixed guideway transit improvements.
- The transit ridership on the Main Street Corridor is the third highest in the entire Kansas City region following the Troost and Prospect routes.
- The opening of Bruce R. Watkins Drive has increased automobile traffic crossing Main Street.
- According to the Kansas City Area Transportation Authority, the approximate daily transit ridership of routes on the Main Street Corridor is 5,000 per day.



PUBLIC INPUT

Rather than maintaining Main Street primarily as an automobile traffic conveyance system, participants believe it needs to evolve to better serve multi-modal transportation options and should be more “user friendly” to residents metro-wide. This discussion involves:

- Pedestrians and Bicycles
- Motor Vehicular Traffic
- Parking
- Public Transportation

The following is a brief synopsis of the issues discussed during the planning process:

Pedestrians and Bicycles

Throughout the process, Main Street was categorized as a pedestrian or bicycle unfriendly street. Motor vehicular traffic dominates the environment with pedestrians and bicyclists having a limited sense of protection from traffic. Improving the pedestrian/ bicycle environment is a critical part of making Main Street a destination spot in the city.

Vehicular Traffic

Main Street’s appeal to drivers is limited due to congestion at intersections, difficulties in making left turns and parking. Completion of Bruce R. Watkins Drive is expected to reduce traffic along Main Street and increase traffic across Main Street. Measures such as installing traffic calming or left turn lanes are possibilities to provide a safer environment.



39th and Main Street

Parking

Dynamic parking strategies must be pursued to insure that the highest and best land uses are realized in the Main Street Corridor. Not only will additional parking help commercial uses, it will relieve adjacent residential areas which now often take up the slack.

Public Transportation

Although participants were split on a recent vote regarding a ½ cent sales tax to build and operate a light rail mass transportation system on Main Street, they recognize that the Central Business Corridor Transit Plan has designated Main Street as the route for any future modifications to the City's transit system.

THE POLICY STATEMENT

Pedestrian/Bicycle

- All street crossings at mixed-use development intersections should be targeted for improvements that are intended to increase pedestrian safety.
- Improvements made to enhance vehicular traffic movement shall not degrade pedestrian traffic as measured by the level of service standards for the pedestrian.
- All development projects shall accommodate bicycle parking
- Parking areas shall be designed to enhance the safety and security of pedestrians and bicyclists.

Vehicular Traffic

- Through traffic should be encouraged to use arterial streets and discouraged from collector and neighborhood streets.
- Traffic calming techniques that are designed to significantly alter the directness or speed with which motorists use the roadway facilities will be placed primarily on residential and collector streets.
- Traffic calming techniques, such as signage and pavement treatments that encourage safety by raising the awareness of motorist to bicycle and pedestrian users, shall be used within the corridor.
- Vehicular and pedestrian separation on Main Street should be encouraged to serve as a traffic calming measure and to provide a buffer for pedestrians.

Transit

Any future improvement to the City's transit system on Main Street shall incorporate the following features:

- Safety - Emergency vehicle access must be maintained to all properties and the operating budget of the system should include adequate security programming.
- Construction Disruption - Construction disruption to residents and businesses shall be kept to an absolute minimum and managed in a manner that will result in uninterrupted trade for corridor businesses.
- Parking - Future multi-modal transit improvements should result in no net loss in parking until such time that it actually reduces automobile traffic. Any replacement parking must be constructed in a neighborhood-friendly way.
- Access to all businesses is imperative, including large truck access for particular business locations. The capability to make left-hand turns is critical, while resolving safety and access issues.
- Pedestrian Traffic - Any future multi-modal transit improvement should maintain and enhance pedestrian traffic on Main Street. Strong connections to neighboring residential areas and business districts should be incorporated into the project.
- Improvements to Main Street shall be designed to enhance the safety, security and ease of transit use
- Any planning process designed to improve the City's transit system on Main Street shall include representatives from the corridor's residential, commercial and institutional actors.
- Main Street shall be an important route to any future improvement to the City's transit system. Any improvement must be sensitive to maintaining and enhancing the historic development patterns on Main Street and the adjoining residential neighborhoods.

Parking

- Incentives shall be considered for private sector structured parking garages within prescribed areas within the Corridor.
- Structured parking garages should be designed to accommodate transit oriented development and mixed-use development, with storefront oriented activities at ground level
- Opportunities to enter into shared parking arrangements shall be sought within the corridor.
- Parking lot design shall be designed to be sensitive to adjoining development and the overall character of the Corridor. Large "big box" surface parking lots within the corridor will not be permitted.



- Parking for uses on Main Street and other Great Streets as established within the **FOCUS Kansas City Plan** shall be limited to the block depths as established in current development patterns. When parking extends to a full block, new parking lots shall not be granted access onto residential streets that are parallel to Main Street.

FOCUS

- The **FOCUS Quality Places Building Block** advocates applying traffic calming techniques in residential, retail, and other pedestrian oriented areas to increase safety for people walking, while still providing good vehicular access.
- The **FOCUS Citywide Physical Framework Plan** supports the creation of a multi-modal transportation system that will increase physical transit connections between major cultural and entertainment venues.
- The **FOCUS Connecting Corridors Building Block** states that parking garages should be mixed-use in character with store-front oriented activities at ground level.
- The **FOCUS Quality Places Building Block** advocates the construction of well-designed parking facilities in the multi-modal transportation system.
- The **FOCUS Citywide Physical Framework Plan** advocates that to increase the effectiveness and efficiency of a transit system, development should coincide with routes and destinations.

ACTION STEPS

Short Term Actions

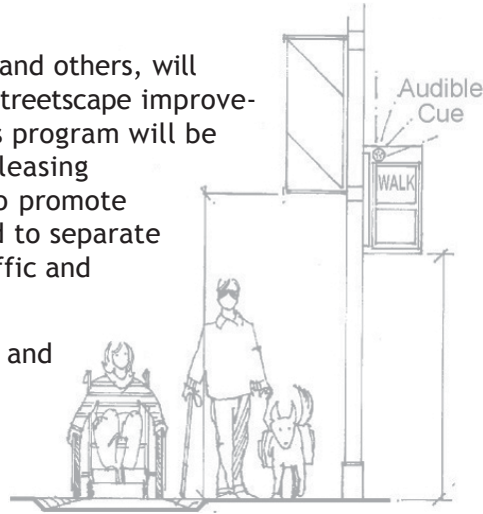
- MainCor will work with the City and local bicycle advocacy groups and other local groups and associations to locate bicycle racks to promote increased bicycle use in the corridor.
- A Midtown Planning Committee, made up of the business, institutional and residential sectors, should actively participate in planning any future transit improvements within the corridor.
- The Midtown Planning Committee will request that the City conduct a traffic study designed to assess the area's traffic patterns and to make suggestions of where within the Main Street Corridor to locate parking, traffic calming devices, enhanced pedestrian crossings and other similar improvements.



- MainCor will work with businesses, neighborhoods and the City to enter into shared parking arrangements to alleviate parking difficulties within the corridor.
- Businesses and neighborhood associations will cooperate to prepare a Neighborhood Walkability Survey and submit the highest priority projects for capital improvement project funding.
- The Midtown Planning Committee will work with developers to design parking for all uses on Main Street or any other Great Streets as established within the **FOCUS Kansas City Plan**.

Medium Term Actions

- MainCor, in partnership with KCATA and others, will work to obtain funding to create a streetscape improvement program on Main Street. This program will be designed to create aesthetically pleasing streetscape elements that serve to promote multi-modal transportation use and to separate pedestrians and bicyclists from traffic and designate bicycle routes.
- The City, in partnership with KCATA and others, will work to upgrade traffic signal systems for the Corridor that will increase the efficiency and safety of motorists, pedestrians and bicyclists. This endeavor should be accelerated in locations where development projects or the implementation of fixed guideway transit cause traffic signals to be altered.



Long Term Actions

- MainCor should work with the City and the private sector to fund a transit oriented mixed use parking structure near the 39th Street node. Possible locations for this use include the southwest corner of 39th and Main Street and a portion of the east side of the 3800 block of Main Street. Once funded, the steps involved in this process will include:
 - ✓ Determining the location of a site to build the project
 - ✓ Property acquisition
 - ✓ Demolition of any existing structures on the site
 - ✓ Design of facility

Land Use

THE CONTEXT

Land use planning policy is different from zoning in that planning is the guide or intent of the future use of land, while zoning is the law that determines the allowable uses on this land. Planning drives zoning. All requests for rezoning must comply with the City's adopted comprehensive plan, which is the **FOCUS Kansas City Plan**. Other more detailed plans, such as Area Plans and Corridor Plans make detailed recommendations regarding land use. The Future Land Use Map (see page 48) shows where different uses should be located in the Main Street Corridor in the long term. Zoning helps implement land use plans by regulating exactly what uses are allowed on specific parcels of land and how they can be developed in terms of placement on the lot, height, density, access, parking, signage, setbacks, and other design requirements. The following information summarizes existing land use issues within the corridor:



An example of a pedestrian friendly environment

- The existing land use policy for Main Street typically limits commercial development to the historic $\frac{1}{2}$ block streetcar-based development pattern.
- Areas of underutilized strip commercial development exist throughout the corridor.
- Although the **FOCUS Kansas City Plan** suggests mixed-use developments should be designated on Main Street, currently there is no mixed-use category within the Kansas City, Missouri zoning ordinance.
- At major intersections on Main Street, a number of areas with commercial zoning extend to a full one block depth.
- There are many properties with open zoning within the corridor that allow any land use within that zoning designation without public review or regard to adopted city policies.
- Zoning often does not comply with the proposed land use as recommended in the adopted land use plan and sometimes does not reflect current land use.

- The existing land use policy in neighborhoods to the west of Main Street is for One/Two Family Residential and for Multi-Family Residential Low Density uses. To the east of Main Street the policy is to allow Multi-Family High Density uses.
- The majority of residential property within the corridor is zoned to allow multi-family units and therefore is inconsistent with the adopted land use policies for a large portion of residential areas to the west of Main Street.
- Areas where institutional uses exist within the corridor largely coincide with the adopted land use policy of the area.

PUBLIC INPUT

An important function of the plan is to ascertain what the future land use policies should be within the planning area. The land use discussion focused on the following elements:

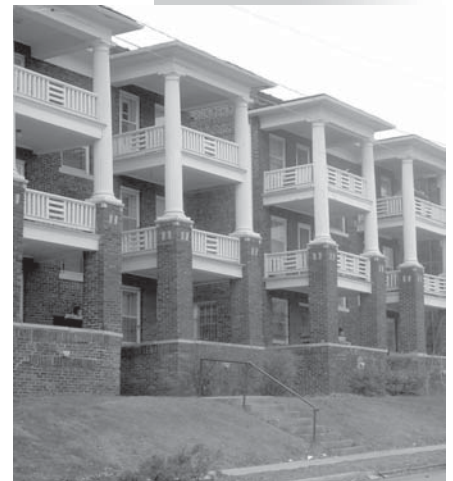
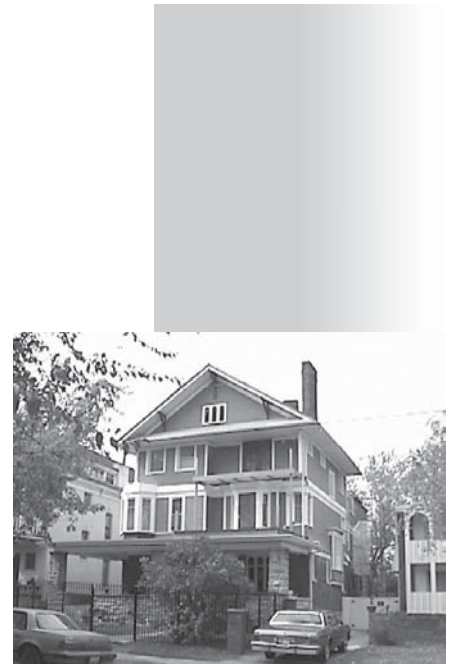
- Residential Land Use
- Commercial/Mixed use Land Use
- Institutional Land Use
- Nodal Developmental Concept

Residential Land Use

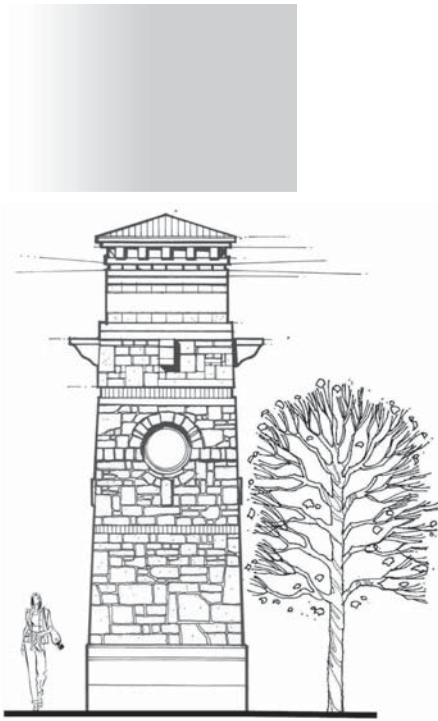
There was an overriding sentiment that single family residential uses should be the primary land use designation within the neighborhoods flanking the corridor. This policy is contrary to existing zoning for these areas, with the majority of the residential units being zoned for low density apartment uses. Changing the zoning to a category that is consistent with this policy had strong support. In addition, the participants felt that all existing historic apartment buildings, designed for that use, should remain while newer apartment buildings that do not fit the character of the neighborhood should be redeveloped.

Commercial/Mixed Use Land Use

Strengthening the Main Street commercial sector is important to the health of the corridor. To improve upon the current development pattern, strategies



Residential land use in the corridor offers a mix of single family residences (top) and multi-family housing (above) like these Colonnade style apartments.



designed to increase streetlife should include measures that would encourage foot traffic, increase residential density, improve parking conditions and attract commercial uses.

An additional problem identified was how residents of the metropolitan area view Main Street. Currently, it is viewed as a pathway to other parts of the City, rather than a destination. In order to change this perception, residents suggested creating a new identity that is appealing to visitors. This will entail:

- Marketing Main Street to other parts of the metropolitan area
- Creation of individual identities at the mixed use nodes that will capture the imagination of visitors
- Creating an environment that attracts strong businesses and keeps them on Main Street.
- Making Main Street a friendlier and more interesting place for pedestrians.

Although the public advocated the concept of mixed use development, they were troubled by the lack of definition of what mixed use land use is and what it will allow. Their most critical issue relating to mixed use development is how to insure long-term compatibility of uses, both within mixed use developments and the properties adjacent to them.

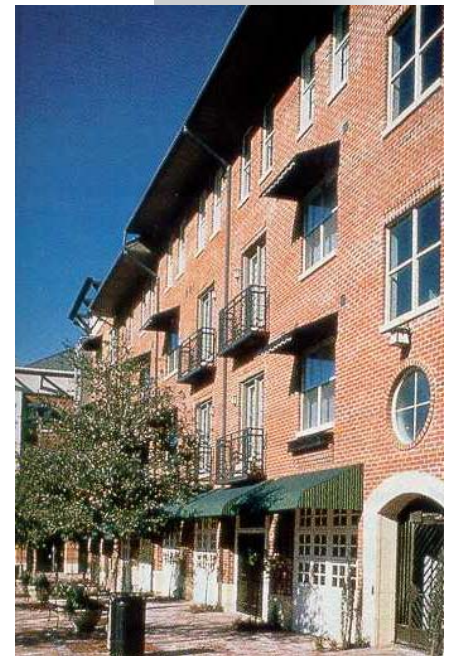
Institutional Land Use

The presence of large institutional Community Anchors is a strength of the corridor. With the exception of the Trinity Lutheran Campus, the plan's participants recommended that institutional land uses within the corridor continue to operate at their current locations. The steering committee's expectation is that if the Trinity site or any other institutional use is under consideration for sale or change in its original land use, that there will be a meaningful amount of public participation and input. Among the ideas for this site that were supported in the process are a mixed use residential commercial development and

an assisted living facility. If the Major Cadillac site redevelops, plan participants favor coordinating this redevelopment with the Trinity Lutheran site. For a more detailed discussion of nodal recommendations, see Chapter 5, “Nodal Development.”

THE POLICY STATEMENT

- Traditional strip commercial development shall be discouraged and replaced by a mixed use pattern of development in designated areas within the corridor. Nodal mixed use development shall occur at major intersections along Main Street.
- Mixed use development at the nodes shall be designed to support pedestrian oriented activities and increased transit use on Main Street. These areas shall be planned to encourage a diversity of activity, safety for pedestrians and smaller scale elements and storefronts at the street level to encourage diversity of activity.
- Mixed use development on Main Street between the nodes shall contain neighborhood oriented service activities and/or multi-family residential uses. Regional commercial developments shall not be encouraged.
- Downzoning is appropriate when the existing zoning of an area is not consistent with the adopted land use policies. The Midtown Planning Committee will survey the corridor and undertake a rezoning process to bring properties into conformance with the adopted land use policy of this plan.
- Mixed use development on Main Street between the nodes shall allow a greater amount of development flexibility. Auto-oriented uses shall be allowed only if they will primarily serve adjoining areas within the corridor and if they meet other design guidelines of this plan.
- If the Trinity Lutheran Campus is redeveloped, a mixed use office/residential development shall be preferred. The development shall contain medium density residential units on its edges with higher density office/commercial in the center. For a more detailed discussion of nodal recommendations, see Chapter 5 “Nodal Development.”
- If the Major Cadillac site is redeveloped, a mixed use residential/office/commercial development that is consistent with this plan’s design guidelines is preferred. If practical, the development of the Major Cadillac site and the Trinity Lutheran Campus shall be coordinated. For a more detailed discussion of nodal recommendations, see Chapter 5, “Nodal Development.”



Examples of urban residential options with mixed use features

- No additional regional big box development shall be allowed within the corridor.
- Intensive auto oriented commercial businesses are not appropriate within the corridor. Future development shall be suited to serve a multi-modal transportation system.
- Commercial encroachment into existing residential neighborhoods shall be discouraged. Any development proposal that would propose residential encroachment shall be reviewed by all appropriate development review bodies within the corridor.
- Multi-family development that is consistent with the areas historic development pattern shall be considered in areas that had historically been developed with that use.
- A body of business, institutional and neighborhood representatives to be known as the Midtown Planning Committee shall be organized to review land use cases within the corridor.
- Urban Design Guidelines in this plan will be used in all development/redevelopment cases in the corridor by all applicable development review bodies.
- A mixed use or overlay zoning category that implements the policies of this plan shall be a priority. The process to develop this tool will involve representatives from area neighborhoods, businesses, institutions and the City.
- Any property that requires a downzoning or receives tax incentives shall be rezoned to a planned zoning district.
- All development or redevelopment projects on properties that currently have a commercial zoning designation shall be required to have a planned zoning designation to insure that the future use is consistent with the policies of this plan.
- The current amount of strip commercial development on Main Street cannot be supported and is cause for underperforming commercial properties. To maximize the City's investment, development proposals within the mixed-use nodes shall be given priority for receiving tax incentives.

FOCUS

- The **FOCUS Urban Core Plan** supports general policy of supporting neighborhood downzoning.
- The **FOCUS Urban Core Plan** states that infill housing should relate to the scale and character of historic development.
- The **FOCUS Urban Core Plan** advocates shifting land use patterns away from the strip commercial development to nodal development, or mixed use centers, in which commercial development is allowed to occur at full depth block at significant intersections. (Please refer to “Chapter 5: Nodal Development” for a detailed recommendation on each node.)
- The **FOCUS Urban Core Plan** advocates the creation of a mixed use zoning category in the city’s zoning ordinance.
- The **FOCUS Urban Core Plan** supports the targeting of tax incentives and investment to Great Streets, Transit Impact Zones and Mixed Use Centers.
- The **FOCUS Governance Plan** creating new opportunities for citizen participation in decision making.



ACTION STEPS

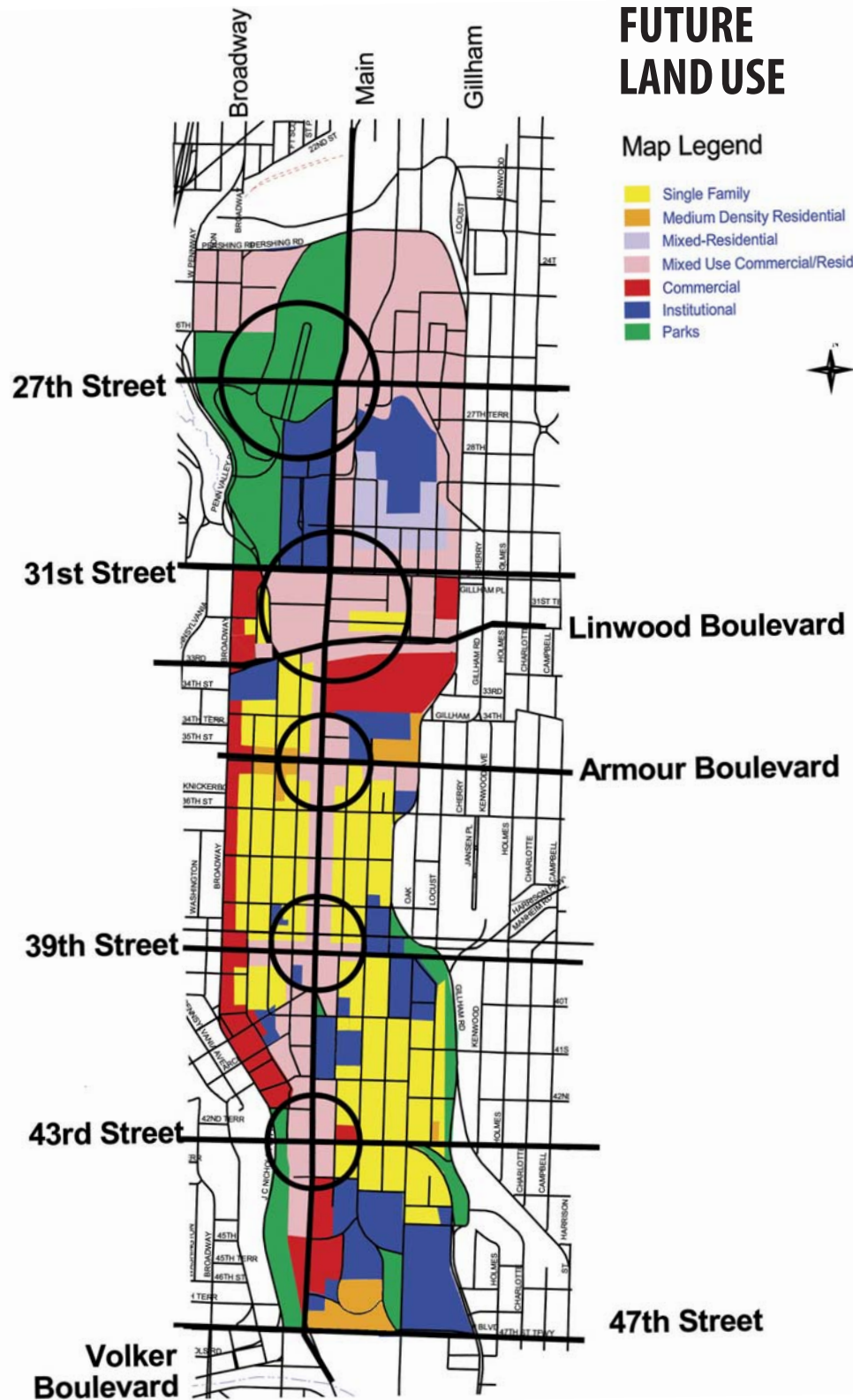
Short Term Actions

- Neighborhood associations within the corridor will work with the City to assess and then complete the downzoning of property within their boundaries. This should be a public process that makes changes that are consistent with the policies of this plan.
- MainCor will form the “Midtown Planning Committee” made up of business, institutional and neighborhood representatives.
- The Midtown Planning Committee will adopt overall policies opposing commercial encroachment into residential neighborhoods and supporting the development of the identified mixed use nodes on Main Street.
- The City will work with the community to incorporate a mixed use category into the city’s zoning ordinance.
- The City will work with the community to create a Main Street Corridor Overlay Zoning District.
- When considering whether to grant tax incentives to a development project, the City shall give priority to projects that are located on designated Great Streets, Transit Impact Zones and Mixed-Use Centers. Projects within the corridor shall meet these requirements to be granted tax incentives.

FUTURE LAND USE

Map Legend

- Single Family
- Medium Density Residential
- Mixed-Residential
- Mixed Use Commercial/Residential
- Commercial
- Institutional
- Parks



L A N D U S E

Historic Preservation

THE CONTEXT

The historic nature of the Main Street Corridor has been identified by participants in the planning process as one of the area's defining assets. The corridor is home to a number of historic neighborhoods and individually listed historic structures. Participants selected the maintenance and enhancement of the area's historic character as a critical priority of the plan. The following details are evidence of the historic importance of the corridor to Kansas City:

- The corridor is home to a number of historic districts including:
 - ✓ Old Hyde Park
 - ✓ Southmoreland
 - ✓ Armour-Gillham
 - ✓ Union Hill
 - ✓ Long Meadow
 - ✓ 39th and Main (Southside)
 - ✓ Greystone Historic District
- Approximately 64% of housing units in the corridor were constructed prior to 1940, compared to 28% citywide
- There are a number of individual properties listed on the National Register of Historic Places within or nearby the corridor including:
 - ✓ Union Station
 - ✓ The Colonel John Harris House
 - ✓ The Reverend Nathan Scarrit Residence
 - ✓ The William Francis Shelley Residence
 - ✓ The Uptown Theater
 - ✓ The Westminster Church
 - ✓ The Hotel Belvidere
 - ✓ The Newbern Apartments
 - ✓ The Netherlands
 - ✓ The Sophian Plaza
 - ✓ Mineral Hall
 - ✓ The August Meyer Residence
 - ✓ Liberty Memorial
 - ✓ The Pilgrim Church
 - ✓ The Coca Cola Building (Western Auto Building)
 - ✓ The Firestone Building



Historic homes like this one in Hyde Park add value to the area.



Liberty Memorial

HISTORIC PRESERVATION



- In addition to individual properties, there are a number of Historic Districts on the National Register of Historic Places including:

- ✓ Ambassador Hotel District
- ✓ Armour Boulevard Multiple Resources District
- ✓ Longmeadow Historic District
- ✓ Rockhill Historic District
- ✓ Southside (39th and Main) Historic District.

- Main Street is a spine of the City's ongoing "Heritage Corridor Plan"
- Many of the City's remaining historic "Kansas City Porch Style" Apartments are located within the residential areas adjacent to Main Street within the corridor.

PUBLIC INPUT



The preservation of the historic character of the Main Street Corridor is important to area residents. As the area continues to redevelop, representatives of both the neighborhoods and the business community have recognized that the protection and the reuse of historic structures will preserve the fabric of the community. More specifically, the historic preservation discussion centered around the:

- Reuse of Existing Structures
- Relationship Between New Development & the Historic Character of the Corridor
- Historic Designations

Reuse of Existing Structures

There was a discussion of the need to preserve the corridor's historic identity by returning structures to their original use or reclaiming historic structures through "adaptive reuse." While the former is self-explanatory, adaptive reuse as defined within the *FOCUS Kansas City Plan* as "the renovation of a building to serve a use other than the one for which the building was originally constructed, e.g., the conversion of a school to apartments or a warehouse to offices." This link is critical to maintaining the corridor's identity and providing a blueprint of what is to be built into the future.

HISTORIC PRESERVATION



Relationship Between New Development and the Historic Character of the Corridor

What makes the corridor a unique place is its historic building stock and urban design. In the past years, a number of structures in both the commercial and residential areas have been developed that do not fit architecturally in the corridor. Although new development may or may not be constructed to historic standards, it should relate to the corridor's existing traditional structures.

Historic Designations

Being one of the city's oldest developed areas, the Main Street Corridor is home to a number of historic neighborhoods and sites. In addition to the historic benefits, historic districts add to the area's sense of place, improve its livability and quality of life and provide an economic benefit due to the limited amount of historic resources within the City. There was a strong consensus that these districts should continue to exist and the community should pursue opportunities to establish new historic districts and sites.

HISTORIC PRESERVATION



ABC Storage Company

THE POLICY STATEMENT

The public and private sectors along with citizens will work together to maintain and improve the historic character of the Main Street Corridor.

Reuse of Existing Structures

- Federal and state tax credits shall be used to the maximum extent possible to preserve the historic structures within the corridor.
- The public and private sector shall work to educate residents about the use of federal and state historic tax credits and provide information relating to the City's Rehabilitation Assistance for Midtown Properties (RAMP) grant project.
- In interpreting and applying urban design guidelines and development standards, special care will be given to accommodate and encourage the adaptive reuse of structures that contribute to the historic character of the Main Street Corridor.

Relationship Between New Development and the Historic Character of the Corridor

- Guidelines shall be created and/or revised to better support the maintenance and restoration of the Main Street development pattern.
- Residents shall work with private historic organizations and the Landmarks Commission to create or review existing historic district guidelines.
- Marketing of historic districts shall be continued in a coordinated corridor-wide effort.
- Tax incentives shall be targeted to those developments that maintain or add to the historic development fabric.

Historic Designations

- Marketing of the corridor's historic districts throughout the community shall be coordinated as a corridor-wide effort.

FOCUS

- The **FOCUS City Life Building Block** encourages the adaptive reuse of existing and historic resources and structures at cultural hubs.
- The **FOCUS Neighborhood Livability Building Block** promotes adaptive reuse and conservation of existing buildings and preserving historic assets so that the prevailing character of the neighborhood is maintained.
- The **FOCUS Quality Places Building Block** advocates creating infill buildings or buildings adjacent to existing development that are consistent in the above characteristics but allow variation in character.
- The **FOCUS Citywide Physical Framework Building Block** encourages that all infill housing should relate to the scale and character of the existing or historic neighborhood.
- The **FOCUS Preservation Plan** asserts that preserved neighborhoods promote stability of population, a greater tax base, job retention and less drain on City services.
- The **FOCUS Preservation Plan** promotes the use of historic landmarks and historic districts for the education, enjoyment and welfare of the city.
- The **FOCUS Preservation Plan** promotes heritage tourism as an economic development program.



ACTION STEPS

Short Term Actions

- Main Street Corridor neighborhood associations will work with private historic organizations to develop and make preservation incentive “tool-kits” available to individuals interested in historic rehabilitation.
- MainCor will work with the City Housing and Community Development Department to educate Main Street business owners about the Main Street Facade Rebate Program.

- The City will support existing historic neighborhood designations and work to enhance the condition of these areas.
- The Main Street Special Review District Committee will undertake an effort to revise their guidelines and have them adopted by the City Council to better maintain and protect, where appropriate, the historic development pattern of Main Street.
- MainCor will work with neighborhood associations and local realtors to create a real estate clearinghouse and education center whose goal is to promote the corridor, educate individuals about the area's historic preservation opportunities and market the corridor to the community.
- MainCor will work with local neighborhood organizations to market historic districts and properties within the corridor. Actions to market historic districts will include creation of walking tours, interpretive signage and an annual homes tour.
- MainCor will work with Main Street businesses and local historic preservation groups to implement the National Trust Main Street Program.
- MainCor will work with neighborhood associations and local historic organizations to pursue grants that are intended to be used in the rehabilitation of historic structures within the corridor.
- The City will educate residents about the Historic Districts within the corridor and the City's **Heritage Corridor Plan** citywide.
- The City will educate residents about restoration of historic structures and historic district requirements within the corridor.

Medium Term Actions

- The City will work with neighborhood associations to create or review adoptable historic district guidelines throughout the corridor.

Corridor Edges

THE CONTEXT

Edges are transition points between two types of uses or areas. The quality of the edge between a commercial area and a residential area or between segments of the corridor influences how each relates to each other and influences the vitality of each land use. Although there are many viable areas within the Main Street Corridor, poorly defined edges are a major factor in keeping it from reaching its full potential.



Poor transition between the edges of commercial and residential areas

PUBLIC INPUT

Area residents repeatedly mentioned the importance of improving the interaction between commercial and residential areas within the corridor. This edge discussion was comprised of the following elements:

- Edges on Main Street
- Residential/Commercial Interrelationship

Edges on Main Street

Transitions between different areas of the corridor are currently nondescript and must be improved. Plan participants explained that they wish to create a sense of arrival at different areas as one travels through the corridor and between the residential and commercial areas as one crosses the corridor.



Decorative lighting

Residential/Commercial Interrelationship

Residents expressed concern regarding the lack of an edge between Main Street and adjoining neighborhoods. There was considerable discussion of what actions could be taken to turn this negative into a positive for residential neighborhoods. The consensus was that along with quality urban design guidelines, physical markers that demonstrate the beginning of the residential areas will be an effective tool to create an edge.

THE POLICY STATEMENT

- Corridor edge treatments shall be based on a detailed analysis of historic conditions of an area.
- Corridor edge treatments shall reflect a creative artistic quality that is unique to Main Street.
- New commercial development projects shall include transition elements that are consistent with the area's traditional development patterns in order to enhance the edge between commercial and residential uses. Such elements could include landscaping, traffic calming measures, neighborhood markers and four sided construction practices.
- Motorized vehicles shall not be allowed ingress or egress from new or redeveloped commercial projects into adjacent residential neighborhoods.
- In situations where ½ block commercial and residential uses are "back to back" to one another, parking should be located to the back or sides of businesses. There shall be screening between these uses to mitigate noise and light pollution occurring as a result of the commercial activity.



Screening between the street and commercial parking area

- Commercially zoned projects that are located adjacent to residential areas shall respect the existing building scale of the residential neighborhood. Commercial development adjacent to residential zones should not exceed 45’.
- Buildings on edges shall be developed to create and enhance the safe environment within the corridor. Structures shall be designed to reduce criminal behavior and encourage people to “keep an eye out” for each other.
- New or redeveloped commercial development projects adjacent to residential development shall respect the setback of adjacent residential structures.
- In order to protect the viewsheds and privacy of existing residential development, the height and massing of new commercial construction shall be sensitive to existing development patterns.
- Any development adjacent to a residential neighborhood shall provide a transition element to that neighborhood.

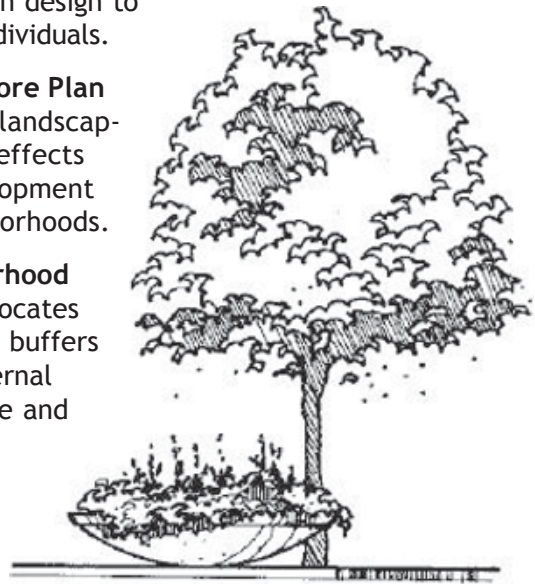


Poorly maintained light standards



FOCUS

- The **FOCUS Urban Core Plan** supports creating transition elements from businesses to residential areas such as landscaping and traffic calming measures.
- The **FOCUS** mixed use guidelines advocate that new development and improvements should step down in height to the neighborhoods and benefit, or not have a negative effect on, adjacent neighborhoods.
- The **FOCUS Urban Core Plan** advocates that new buildings constructed within a corridor be sensitive to the architectural style and historic character of the neighborhood
- The **FOCUS Quality Places to Live and Work Building Block** advocates using urban design to enhance safety of individuals.
- The **FOCUS Urban Core Plan** supports the use of landscaping to mitigate the effects of commercial development on adjoining neighborhoods.
- The **FOCUS Neighborhood Prototypes Plan** advocates the use of landscape buffers to minimize the external effects, such as noise and light pollution, of a commercial use on a residential use.



ACTION STEPS

Short Term Actions

- The City will review development plans to make sure they comply with adopted guidelines and policies regarding edges.
- Citizens will report problems with edges to neighborhood associations, the Midtown Planning Committee and the City who will work together to resolve problems.
- The Midtown Planning Committee will create a “Corridor Edges” subcommittee that will develop creative solutions to one or more existing edge problems within the corridor.
- The Midtown Planning Committee will document examples of good edge treatments and will officially recognize outstanding edge treatments within the community.

Medium Term Actions

- MainCor will explore the creation of a Business Improvement District (BID) on Main Street. The purpose of the BID includes improvements such as gateway improvements, edge transition elements and other improvements that provide a buffer from neighborhoods to commercial uses.
- The Midtown Planning Committee will work with the City to adopt the “Crime Prevention Through Environmental Design” (CPTED) Standards, consistent with the **FOCUS Kansas City Plan** principles, to design new development that will improve safety throughout the corridor.
- The City will work with the Main Street Identity Committee to determine strategic edge improvement areas and possible improvements to these areas. This group will prioritize these areas and look for funding sources through both the public and private sectors.

Neighborhoods

THE CONTEXT

The relationship between neighborhoods and adjoining commercial areas is critically important to the future vitality of the corridor. Creating strong neighborhood areas helps to bolster nearby commercial areas by providing a safe environment and a strong customer base. At the same time, strong commercial areas provide local residents with increased property values and a convenient outlet to purchase goods and services. Maintaining and enhancing Main Street neighborhoods are priorities of the plan. The following information demonstrates conditions and trends in the area:



- The corridor is home to a number of organized neighborhoods including:
 - ✓ Broadway-Gillham
 - ✓ Country Club Plaza
 - ✓ Crown Center
 - ✓ Old Hyde Park
 - ✓ Old Westport
 - ✓ Park Central and Research Park
 - ✓ Southmoreland
 - ✓ Union Hill
 - ✓ West Plaza
 - ✓ Westport Neighbors United
- The corridor has a higher rate of rental residential units than the city overall with approximately 79% of units being renter-occupied compared to 42.3% citywide.
- In 1990, the median household income for the corridor was nearly approximately 30% lower than the citywide average.
- While the citywide growth rate has remained fairly constant and positive from 1990-2000, the corridor has experienced a loss of approximately 10% of its population.
- **FOCUS Kansas City** Neighborhood Assessments have been completed for all areas within the corridor.

PUBLIC INPUT

The planning process must consider adjacent residential neighborhoods at the same time as Main Street commercial areas. Residents feel that although the residential environment is improving, there is a long way to go. The leading issues to strengthen residential areas include:

- Neighborhood Downzoning
- Addressing Building Code Violations
- Addressing Crime and Safety
- Protecting the Character of Neighborhoods
- Protecting Neighborhoods From Commercial Encroachment

Downzoning

After World War II, many of the traditional single-family neighborhoods flanking Main Street were rezoned to allow multi-unit apartment dwellings. This has resulted in a number of single-family residences being split into multiple units, causing home ownership to be less common in this area. In recent years a number of units have been “reclaimed” and have been reconverted to their single family status. Although they still feel that this move to reconvert homes back to single family is strong, they are frustrated by the zoning that allows multi-family units. To protect themselves, participants suggested that the area be rezoned to a less dense zoning district that would encourage additional reconversions to single family homes.





Vacant lots such as these in South Hyde Park are a crime and safety concern.

Crime and Safety

Residents explained the importance of keeping neighborhoods safe and clean. Neighborhood organizations have engaged in active neighborhood watch programs and clean sweeps and have worked on a regular basis to keep their neighborhoods clean. The appearance of the neighborhoods is very important in keeping it safe for residents. Neighborhoods stressed the importance of reducing crime in their **FOCUS** Neighborhood Assessments, stating a need for increased police surveillance and creating/continuing neighborhood crime watch programs.

Building Codes Violations

There was frustration expressed with the City's response time to building codes violations in the neighborhoods. Because there is a large percentage of rental units in neighborhoods, there is a perception that many landlords are not good caretakers of their properties and are responsible for many building code violations that exist. Plan participants expressed the desire for a new system that will simplify the process and deliver meaningful penalties for properties not in compliance with city building codes. During the **FOCUS** Neighborhood Assessment Process, citizens targeted building code violations as a serious obstacle to creating a positive neighborhood identity.





Protecting Character of Neighborhoods

Although many of the housing units in the neighborhoods adjacent to Main Street were originally built as single-family housing stock, there are multi-family apartment units within these areas. Plan participants recognize traditional “Kansas City Style” multi-family units as being appropriate and view them as assets to the neighborhoods. Conversely, they feel that units which do not fit the architectural character or quality of the neighborhood should not be encouraged in future infill or rehab efforts. The importance of preserving neighborhood character is stressed by comments made in the **FOCUS** Neighborhood Assessment reports. Each assessment within the corridor stressed the importance of maintaining the neighborhood’s identity and taking proactive steps to do so.

Protecting Neighborhoods From Commercial Encroachment

Although residents of the corridor explained that the commercial uses on Main Street are positive for their area, they also expressed concern about them. Among these concerns was the possibility of the expansion of commercial activities from their current $\frac{1}{2}$ block depth on Main Street to a full block and the secondary effects of commercial uses such as increased parking in neighborhoods, traffic issues and noise.

THE POLICY STATEMENT

- Downzoning will be supported where the existing zoning is not consistent with the adopted land use policy.
- All new single family and multi-family infill or rehab development shall be consistent in quality and character with traditional development.
- Urban Design Guidelines in this plan will be used in all development/redevelopment cases in the corridor by all applicable development review bodies.
- All corridor neighborhood associations shall be encouraged by the City to form “block clubs” in order to improve the health and safety of their surroundings, reduce crime and bring people together to solve problems.
- Neighborhood associations shall organize together to rid the corridor of trash and illegal dumping.
- Neighborhood associations shall create an organization within the corridor whose purpose is to assist the elderly and disabled with property maintenance.
- Corridor representatives shall submit all building code violations into the City and will track the progress of each incident until it is resolved.
- Neighborhood associations shall partner with corridor businesses to work on common concerns such as capital improvements, land use policy, traffic regulations, parking, crime and economic development projects.

FOCUS

- The **FOCUS Urban Core Plan** supports a general policy of neighborhood downzoning.
- The **FOCUS Neighborhood Prototypes Plan** advocates expanding training for residents to perform codes inspections in their neighborhoods and granting neighborhoods the authority to cite violations.



- The **FOCUS Quality Places Building Block** supports a policy that all new development and infrastructure should be built to be useful for 100 years or more.
- The **FOCUS City Physical Framework Plan** states that infill housing should relate to the scale and character of the existing historic housing stock.
- The **FOCUS Governance Plan** encourages neighborhoods to find ways to improve their self-reliance, authority and strength.
- The **FOCUS Kansas City Neighborhood Prototypes Plan** advocates designing commercial development so that it fits with the existing character, scale and style of adjacent neighborhoods.

ACTION STEPS

Short Term Actions

- Neighborhood Associations will work with the City Planning and Development Department to downzone properties. This effort will be initiated by the neighborhoods that will be trained and responsible for the initial field work in the downzoning process.
- The Midtown Planning Committee will be formed to review future development outside of the Main Street Special Review District, to work on implementing the Main Street Corridor Plan, and to support quality development.
- The Midtown Planning Committee will create a resource directory of available programs and services for neighborhoods.
- A corridor wide Neighborhood Issues Committee will be organized. This committee will work to organize and implement neighborhood improvement projects such as neighborhood watch programs, a "Clean Corridor Committee," and a property maintenance assistance program.

Medium Term Actions

- The City's Neighborhood and Community Services Department will work with Main Street Corridor neighborhood associations to train them in basic property maintenance and nuisance code investigation.



Vehicles abandoned on the street detract from the area's sense of place.

V: Nodal Development

Recommendations

The *FOCUS Urban Core Plan* promotes Nodal mixed use development on Main Street: “Planned use patterns throughout the Urban Core should shift away from the strip commercial development to Nodal Development, or mixed-use centers, in which commercial development is allowed to occur at the full depth of the block at significant intersections.”

During the process, designated mixed-use Nodal Development areas were identified as:

- 31st Street/Linwood Boulevard and Main Street,
- Armour Boulevard and Main Street,
- 39th Street and Main Street, and
- 43rd Street and Main Street.

This section of the plan outlines more specific land use, historic preservation and infrastructure recommendations for each of the identified nodes along Main Street. This information provides guidance for future development applications in these areas. Any proposal should address the planning concepts and recommendations of this section, and each development proposal and rezoning request will be reviewed for consistency with this plan document.

The information is organized by location. The section on each of the nodes includes:

- An Area Description,
- A Detailed Set of Planning Recommendations Corresponding to Individual Sections of the Node,
- Short Term Initiatives
- Infrastructure Recommendations



For each node there are specific uses recommended and not recommended.

Those recommended land uses promote the establishment of a desirable identity for this section of the corridor, are consistent with the recommended design guidelines, encourage a more pedestrian oriented development pattern, support neighborhood oriented businesses, and promote historic preservation of significant structures.

Those land uses not recommended were determined through the planning process to have a negative impact on establishment of a desirable pedestrian environment, result in auto-oriented development of a regional scale in close proximity to existing neighborhoods, provide for new development inconsistent with current urban design features and be more likely to result in clearing of existing structures that may be suitable for preservation.



In general, planning recommendations for the corridor encourage continued study of Main Street as a primary north/south transit corridor. Development options at any of the nodes are anticipated to be executed in a manner that supports transit and enhances the use of alternative modes of transportation. As the community explores transit, it is also important that the primary objectives of this plan be accommodated.

Implementation Tools are listed in a matrix at the end of the chapter and designate which tools are most appropriate for each node.

31ST STREET/LINWOOD BOULEVARD AND MAIN STREET

Area Description

This area is located in the general vicinity of the intersections of 31st Street and Linwood Boulevard with Main. The node is in close proximity to the Union Hill neighborhood and includes the Trinity Lutheran site and the Midtown Market Place. The area is generally characterized by medium to lower density mixed-use, including residential, commercial, office, and institutional uses. The buildings are generally one to three stories in height. Historic building patterns exist in some locations with three story commercial buildings fronting Main Street. However, in the recent past, development has taken on a suburban character with “big box” buildings set back from Main Street by large expanses of parking. Midtown Market Place is the most recent large development project within the area. There is general support for the types of uses within the project; however, criticism of the suburban development pattern is strong.

There are a number of development or redevelopment opportunities at this node including the Trinity Lutheran site, Union Hill, the Major Cadillac site, and the Ice House, all of which are supported as mixed-use within the plan.



31st and Main Street

31ST/LINWOOD BOULEVARD

Planning Recommendations

This plan recommends that the area be mixed use/mixed density with a strong residential component. Buildings should be oriented so their fronts address the street and are brought up to the street with parking in the rear or to the side. The plan supports neighborhood oriented commercial uses while maintaining existing residential boundaries. The specific uses listed below are recommended in the plan:

- 1-3 story attached condominiums (owner occupancy is important)
- 1-3 story office
- Walk-in restaurants
- Neighborhood Grocery Store

The uses listed below are not recommended:

- Adult Media Stores
- Car Washes
- Big Box Commercial
- Higher Density Housing (4 stories and above)
- Higher Density Office (4 stories and above)
- Used Car Lots
- Drive-In Restaurants

PLANNING RECOMMENDATIONS BY SECTION

Planning recommendations vary within the node based on existing conditions, economic development opportunities and goals, and the relationship of existing neighborhoods to the corridor. The results of this detailed analysis follow.

- **31st Street/Linwood Boulevard/Main Street Node; North of 31st Street, west of Main** - Mixed-use is encouraged to a full block depth in this quadrant.
 - ✓ **Trinity Lutheran Site:** The plan supports adaptive reuse or redevelopment of the Trinity Lutheran site. Residential is encouraged along the park edge, with office and commercial along Main Street to complement the Union Hill development. Higher densities and taller buildings may be appropriate at the center of this site. If the existing structures are reused, a public plaza/green space should be incorporated into the northwest corner.
 - ✓ **Major Cadillac Site:** The plan supports redevelopment of the Major Cadillac Site. The buildings should be brought the street, especially at the northwest corner of Linwood Boulevard and Main Street. If possible, the redevelopment of the Major Cadillac site should be integrated into the adaptive reuse or redevelopment of the Trinity Lutheran site.

- **North of 31st Street, east side of Main Street -** The plan supports mixed-use at one half block depth with the continuation of moderate density, predominantly commercial uses along Main Street. Existing structures should be retained, and new construction should complement existing building character.
- **East along 31st Street, both north and south sides of the street -** Mixed use extends along 31st Street to the east with predominant commercial on the south side and predominant residential on the north side other than at the corner with Main Street. The commercial should serve and support adjacent residential neighborhoods. If on-street parking is provided, the sidewalk widths are suitable for the majority of the 31st street corridor, with the exception of the area at the Main Street intersection. These should be widened to 10-12 feet to encourage pedestrian use.
- **31st Street to Linwood Boulevard, west side of Main Street -** The plan supports mixed use at full block depth along Main Street in this location. The Ice House site is an important adaptive reuse/preservation opportunity and is suitable for office or residential use with some neighborhood serving commercial.
- **31st Street to Linwood Boulevard, east side of Main Street -** Mixed use at ½ block depth extends along this section. There is an adaptive reuse prospect in a building located mid-block.
- **Linwood Boulevard, east of Main Street -** Linwood Boulevard is an important gateway to the Main Street corridor with the advent of the Bruce Watkins connection. Urban design improvements to complement the gateway concept should be part of approved public and private development plans. Predominantly residential mixed-use is supported along the north side and street-oriented commercial is recommended on the south side. New construction should be brought up to the street with parking accommodated through cross use agreements with existing commercial development (Costco/Home Depot). Should the opportunity arise to redevelop the big box commercial sites, it should be done in a mixed use, relatively dense and urban development pattern.
- **Linwood Boulevard, west of Main Street -** The plan proposes mixed use to ½ block depth with both residential and commercial opportunities. Buildings should be of like density and character to the established historic pattern. Existing buildings should be retained.

31ST/LINWOOD BOULEVARD

Short Term Initiatives

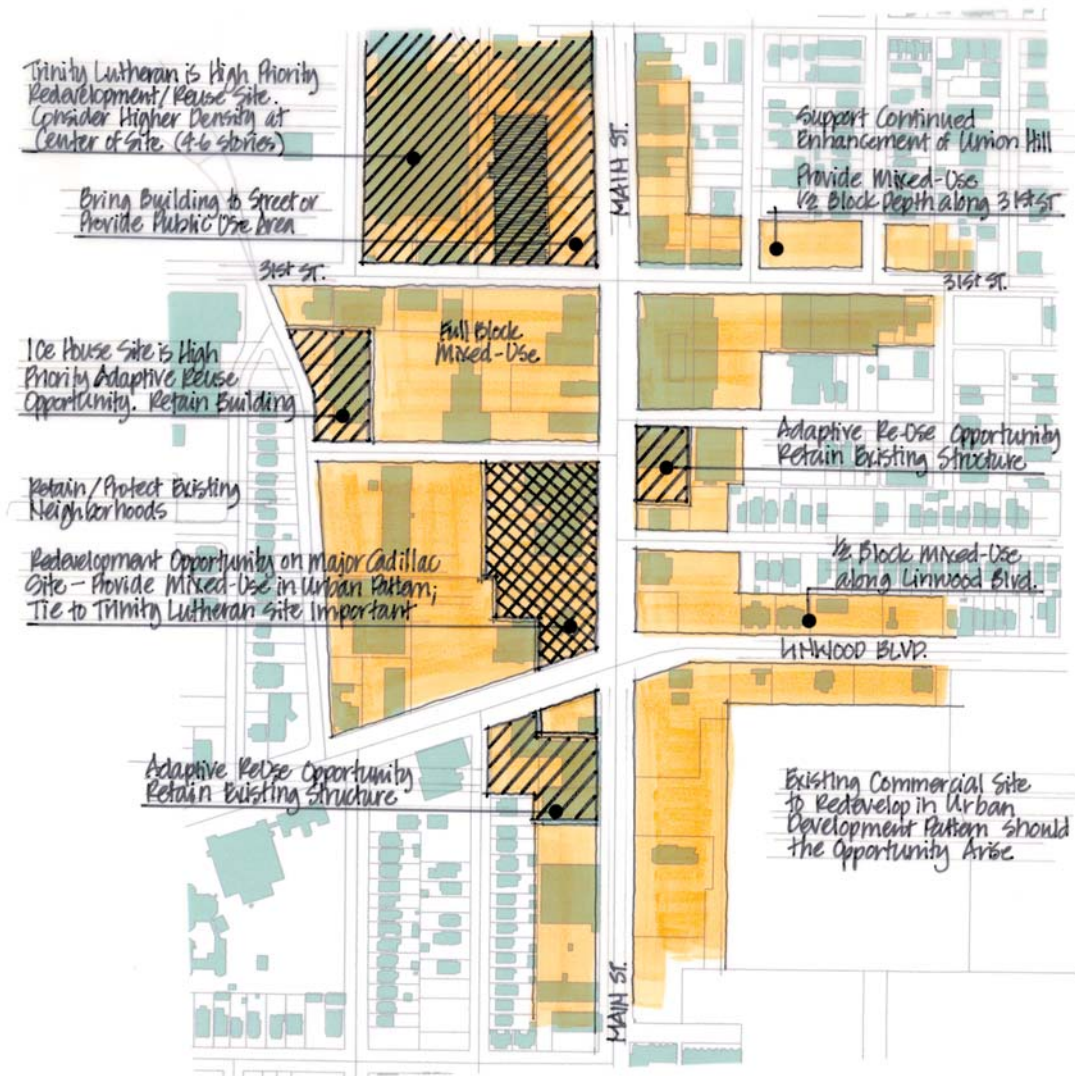
These are actions that may be taken in the short term to improve conditions in this node. It is anticipated that MainCor will provide the leadership for implementation. These initiatives build on the recommendations in the policy section of the plan and give more specific direction for this location.

- Design and implement node identification as a medium density, predominantly residential node with pedestrian scale lighting, residential streetscape treatment (more landscape, less hardscape), smaller scale public art, a node logo for banners and signs and other identifying elements.
- Prepare a PIAC request to design identification program and fund first phase of implementation.
- Seek funding for design and implementation of a gateway on Linwood Boulevard east of Main Street.
- Concentrate clean-up efforts along 31st Street east of Main Street as a top priority.
- Remove blighted structures on the north side of Linwood Boulevard to enhance redevelopment potential.
- Initiate re-zoning of multi-family parcels to appropriate categories consistent with the plan.
- Send representatives to ongoing discussions on transit to insure that plans are consistent with the recommendations of the Main Street Corridor Plan.
- Work with EDC to insure the Trinity Lutheran site is among the City's high priority redevelopment goals and that other city agencies understand the planning recommendations above related to this site. Support continued development in Union Hill.
- Promote the adaptive reuse of the Ice House site and preservation of the structure.



RT's Deli on 31st Street

31ST/LINWOOD BLVD. & MAIN



Infrastructure Needs

- Improve pedestrian crossings to increase safety
- Widen sidewalk where possible to 10-12 feet
- Provide streetscape improvements consistent with node identification design
- Purchase and demolish dilapidated structures on the north side of Linwood to facilitate redevelopment
- Implement gateway concept on Linwood identifying entrance to Main Street Corridor
- Upgrade deteriorated catch basins

31ST/LINWOOD BOULEVARD

ARMOUR BOULEVARD NODE

Area Description:

The area considered within the Armour Boulevard Node includes the four corners of the intersection with Main Street as well as the Armour Boulevard corridor east and west from Gillham to Broadway. This node has a variety of land uses including commercial, institutional, and multifamily residential. The area is distinguished by higher density and intensity of use with structures up to six stories in height. Characteristics of this section of Main Street include a variety of architectural styles, historic as well as suburban development patterns, and well-preserved neighborhoods.

There are primarily two redevelopment opportunities at this node. They are the Burger King site on the northeast corner and the Self Storage site on the northwest corner. There are also some infill opportunities within the neighborhood west of Main Street and redevelopment prospects east of Main Street along Armour Boulevard.

Planning Recommendations

Recommendations for this portion of the planning area include continuation of the existing development density of mixed use with a balance of commercial, residential, office and institutional uses. Buildings up to six stories fit within the existing framework and are encouraged. They should be oriented to address the street, be brought up to the right of way line where historic development patterns dictate with parking on the street, in the rear, or to the side. The uses listed below are recommended:

- 1-6 story Attached Condominiums consistent with the historic development pattern most clearly illustrated in existing structures on the north side of Armour east of Main.
- 3-6 story Office Buildings
- Walk-in Restaurants
- Small Hotel

ARMOUR BOULEVARD

The uses listed below are not recommended:

- Big-box commercial
- Loan and Finance Companies
- Adult Media Stores
- Package Liquor Stores
- Car Washes
- Used Car Lots
- Auto Repair Shops
- Auto Parts Stores

PLANNING RECOMMENDATIONS BY SECTION

Planning recommendations vary within the node based on existing conditions, economic development opportunities and the relationship of existing neighborhoods to the corridor. The results of this detailed analysis follow.

- **North of Armour Boulevard, west side of Main Street**
- The plan recommends redevelopment of the Self Storage site to mixed use at a full block depth on Main Street. If the site is redeveloped, the buildings should remain at the right of way line to define the corner. Boundaries of the existing single-family neighborhood are to be retained and reinforced.
- **Neighborhood west of Main Street along Armour Boulevard** - This area is primarily residential and is planned to remain so. There are one or two development sites in the neighborhood and any development proposed on these sites should mirror historic development patterns. Existing multi-family structures should be preserved and resources for restoration attained. Market rate rents are a goal of the plan as well as encouraging opportunities for home ownership. The plan encourages adaptive reuse of the American Red Cross Building (211 W. Armour Boulevard) as office or other low intensity office commercial use.
- **North of Armour Boulevard, east side of Main Street** - The plan proposes redevelopment of the Burger King site on the corner. Restaurant use may be appropriate; however the development should be urban in character. Mixed use development is proposed to be full block depth at the corner and one half block depth going north along Main Street and east along Armour Boulevard in this location. Existing institutional uses should remain.



Armour Boulevard Node

- **South of Armour Boulevard, west side of Main Street -**
The corner is proposed as mixed-use at full block depth reducing to half block depth along Main Street, directly south of the corner. Existing boundaries of the residential neighborhood should be retained and reinforced. There is an opportunity for construction of a parking structure just west of the corner.
- **South of Armour Boulevard, east side of Main Street -**
The plan supports mixed-use development along Armour Boulevard and Main Street at full block depth at the corner and one half-block depth going south.

Short Term Initiatives

These are actions that may be taken in the short term to improve conditions in this node. It is anticipated that MainCor will provide the leadership for implementation. These initiatives build on the recommendations in the policy section of the plan giving more specific direction for this location.

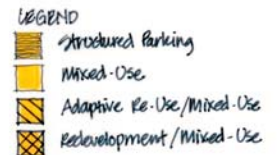
- Design and implement an identity program for this node, communicating the character of a higher density, balanced residential and commercial node. Ideas include a more urban streetscape (more hardscape, less landscape; high energy, larger scale public art and a highly visible, multi-use transit stop development.)
- Initiate re-zoning of multi-family parcels to appropriate categories consistent with the plan. This is primarily rezoning to single family within existing neighborhoods.



Multi-modal transportation is important to Main Street.



ARMOUR BLVD. & MAIN



Infrastructure Needs

- Improve curbs and sidewalks north of Armour Boulevard
- Improve pedestrian crossings to increase safety
- Provide streetscape improvements consistent with node identification design
- Upgrade deteriorated catch basins

ARMOUR BOULEVARD

39TH STREET NODE

Area Description

This location is characterized by historic structures and development patterns and also some unfortunate, recent development in a more suburban form. Small entertainment venues represent some of the more exciting uses in the area; however, the success of these businesses increases concern from the neighborhoods over parking. Although the node is primarily commercial in character, the Hawthorne Plaza Apartments (3855 Main Street) presents opportunity for increased residential use.



39th and Main Street

The plan identifies the Hawthorne Plaza Apartments as an adaptive reuse project and the Eckerd Drug Store site (3920 Main Street) as suitable for redevelopment. Development proposals at either site should include structured parking. The Eckerd site, in particular has potential for mixed use, including structured parking.

Planning Recommendations

This plan recommends mixed use at this node and the encouragement of smaller entertainment venues assuming suitable parking arrangements are available as part of the development plan. Structures may range from one story to six stories and mirror historic development patterns, bringing buildings to the street, facing buildings to Main Street and providing structured parking. Existing neighborhood boundaries are to remain. All redevelopment should continue historic development form.

The 39th Street connection to Bruce Watkins represents an opportunity to create a gateway to Main Street. This potential should be exploited through implementation of higher street development standards in terms of aesthetics, increased lighting and enhanced streetscape. The uses listed below are recommended:

- Walk-in Restaurants
- 1-6+ Story Condominiums, Market Rate - Ownership is a priority
- 1-3 Story Office Buildings
- Small Entertainment Venues, Theaters with sufficient Dedicated Parking

3 9 T H S T R E E T

The uses listed below are not recommended:

- Big Box Commercial
- Adult Media Stores
- Car Washes
- Used Car Lots
- Light Manufacturing

PLANNING RECOMMENDATIONS BY SECTION

Planning recommendations vary within the node based on existing conditions, economic development opportunities and the relationship of existing neighborhoods to the corridor. The results of this detailed analysis follow.

- **North of 39th Street, west side of Main Street** - The plan proposed mixed use development with a balance of commercial and residential uses with commercial uses concentrated at the intersection of 39th Street and Main Street. The mixed use should be one half block in depth. Existing structures should remain in this location along Main Street although there is a need for restoration and rehabilitation of many of the buildings.
- **South of 39th Street, west side of Main Street** - This corner is a high priority redevelopment site, including the existing Eckerd site the building directly west but excluding the First Calvary Baptist Church (3921 Baltimore Street). First floor retail with parking above and behind is encouraged to replace the existing suburban style development. A parking structure is high priority for this corner. Mixed use at this location is proposed to be full block depth.
- **West along 39th Street both north and south sides** - Development should shift to residential mixed use one block west of Main Street along 39th Street. Numerous opportunities exist for restoration/renovation of existing residential structures. The existing commercial site at 39th Street and Wyandotte is proposed for mixed commercial/residential with buildings 2-3 stories in height. The plan recommends redevelopment of the northwest corner of 39th Street and Baltimore Street (102-108 W. 39th Street) and redevelopment of the Wells Fargo Building site as mixed use commercial. There appears to be sufficient room for parking on the existing site to avoid negative impact on the residential neighborhood. The plan supports commercial use at the Labor Ready site (201 W. 39th Street); however, the character of the development should be more consistent with historic development patterns.



The Grand Emporium



39th and Main Street

- **North of 39th Street, east side of Main Street -** Residential and commercial mixed-use is proposed with the redevelopment of the Hawthorne Plaza Apartments as market rate housing or a boutique hotel. The plan proposes mixed use one half block deep, however there may be some opportunity for full block depth in conjunction with the Hawthorne project to provide additional, structured parking. Design of the parking would need to complement rather than negatively impact surrounding residential uses.
- **South of 39th Street, east side of Main Street -** The plan recommends existing structures remain and resources be attained to assist owners in restoration and rehabilitation. This corner is proposed as full block depth mixed use commercial south to 41st Street. This is generally consistent with existing development patterns.
- **East along 39th Street both north and south sides -** This segment is proposed as a gateway to Main Street as discussed above. Mixed use development is to be at existing development block depths.

Short Term Initiatives

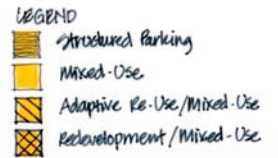
These are actions that may be taken in the short term to improve conditions in this node. It is anticipated that MainCor will provide the leadership for implementation. These initiatives build on the recommendations in the policy section of the plan and give more specific direction for this location.



Eckerd Drug Store at 39th Street and Main

- Design and implement an identity campaign for the node communicating the character of a smaller venue entertainment area. This may include banners and other streetscape elements but may perhaps be most easily done through encouraging artistic, unique and active signs and colorful, transparent, activated storefronts.
- Eliminate graffiti
- Support renovation of the Hawthorne as market rate housing. Initiate discussions with Fanny Mae or other appropriate agencies to begin the process. Seek public support for a parking structure in conjunction with the renovation
- Participate in continuing discussions on Main Street as an active transit corridor. The advent of a mixed use transit stop may be the best chance for redevelopment of the Eckerd site to a more urban pattern.
- Support historic preservation of other candidate structures at the node.

39TH & MAIN



Infrastructure Needs

- Parking structure at the southwest corner of Main Street and 39th Street - mixed use commercial at Main Street with a parking structure located behind.
- Develop gateways on 39th Street to define entrance into Main Street Corridor, from Gillham west to Broadway.
- Implement streetscape consistent with node identification
- Purchase and demolish dilapidated structures on the south side of 39th Street, east of Main to facilitate redevelopment and implementation of gateway concept
- Upgrade dilapidated catch basins
- Improve pedestrian crossings to increase safety

3 9 T H S T R E E T

43RD STREET NODE

Area Description

This section of Main Street is primarily commercial in character. It offers unique, neighborhood oriented retail space, gas and convenience stores and a small hotel. The original Wild Oats Grocery, Joe Joe's, The House of Hezekiah, The Levee and Annedore's Fine Chocolates are examples of the retail mix existing here. St. Paul's Episcopal Church and Day School, the Art Institute, Kemper Museum, H&R Block Artspace and the Nelson Art Gallery also influence the area. Structures are one to two stories in height and the corner has a somewhat pedestrian friendly atmosphere primarily resulting from the character of 43rd Street and the fact that there is a significant student population from the Art Institute.

Redevelopment opportunities exist on the Berbiglia liquor store site (4300 Main Street) and on the north-west corner. Several historically significant structures represent opportunities for adaptive reuse.

Planning Recommendations

Recommendations for this node center on taking advantage of the location's existing attributes as an emerging cultural/arts district with mixed use, neighborhood commercial proposed at full block depth surrounding the intersection. Preservation and restoration of existing structures is a high priority as is new development on the western edges of the intersection. New development should be brought up to the right of way with parking beside and behind the buildings.



Wild Oats Market

Specific uses supported in the plan include:

- Art Galleries
- Artist Lofts
- Light manufacturing supporting artisan uses (glass blowing for example) with low to no impact on surrounding neighborhoods
- Specialty Food Stores
- Walk-in Restaurants
- Sidewalk Cafes
- Hotels/Motels
- Book Stores
- Neighborhood Serving Commercial

The plan opposes the following uses:

- Adult Media Stores
- Big Box Commercial
- Light Manufacturing other than that described above
- Auto oriented, regional commercial



H&R Block artspace at 43rd Street and Walnut.

PLANNING RECOMMENDATIONS BY SECTION

Planning recommendations vary within the node based on existing conditions, economic development opportunities and the relationship of existing neighborhoods to the corridor. The results of this detailed analysis follow.

- **Northwest corner of 43rd Street and Main Street -** Redevelop the vacant lot for predominantly commercial mixed use. Any development plan should include additional parking. New development should complement Wild Oats Grocery Store (4301 Main Street) with respect to neighborhood oriented use and architectural character.
- **Northeast corner of 43rd Street and Main Street-** Redevelop the 1/2 block facing Main Street with a 2 story mixed use commercial development with sufficient parking. The building should be placed at the corner of 43rd Street and Main Street with associated parking being located to the north of the building.
- **Southeast corner of 43rd Street and Main Street -** Restore existing building for continued commercial use. Residential may be appropriate on the second floor.
- **Southwest corner of 43rd Street and Main Street -** Redevelop existing commercial with up to 2 story mixed use commercial. Buildings should be brought to the right of way with pedestrian entrances facing Main Street.

4 3 R D S T R E E T

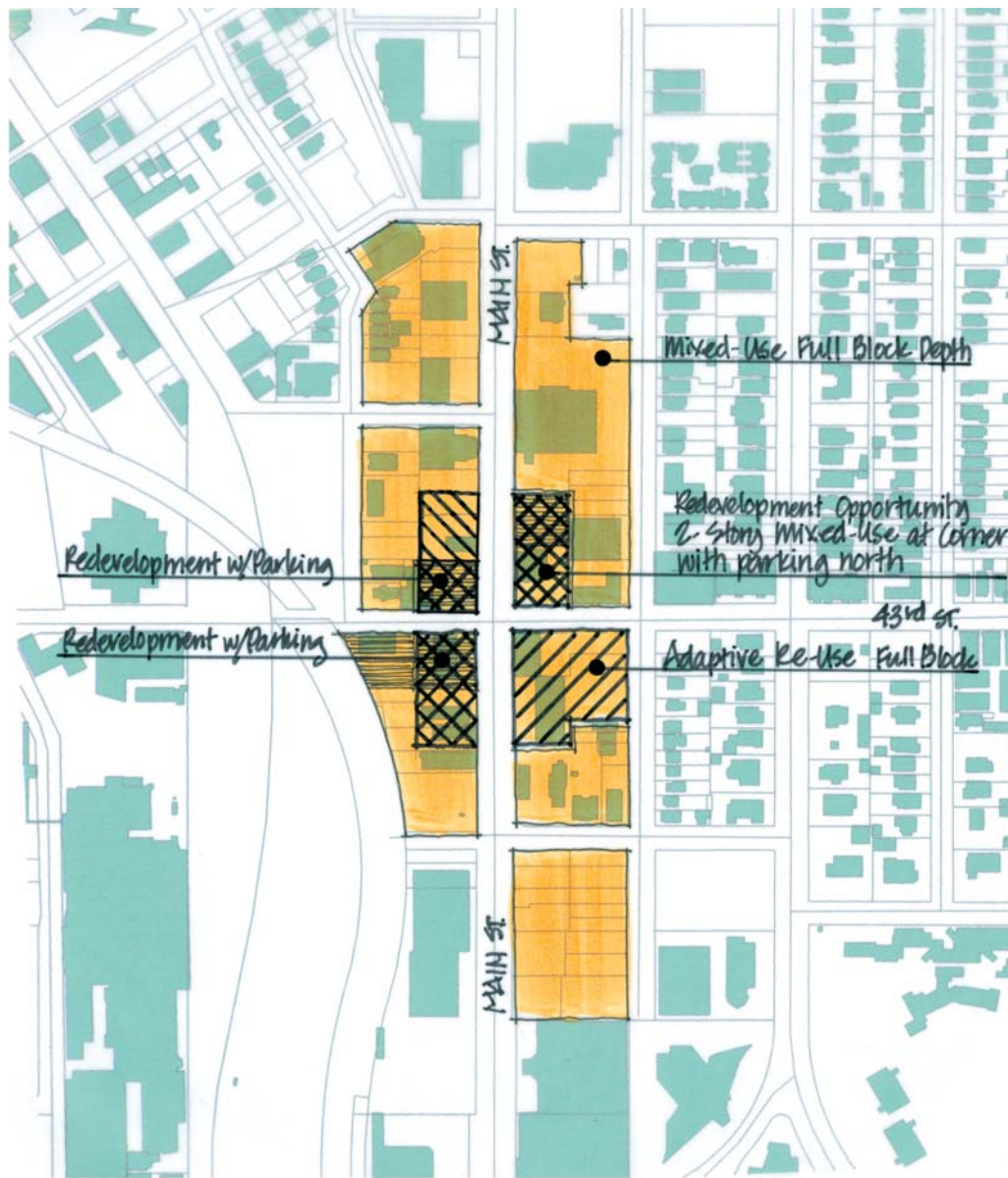
Short Term Initiatives

These are actions that may be taken in the short term to improve conditions in this node. It is anticipated that MainCor will provide the leadership for implementation. These initiatives build on the recommendations in the policy section of the plan and give more specific direction for this location.

- Design and implement a specific identity for this node to support its emerging character as a gallery district. This may be accomplished by opening discussions with the Art Institute to have the design challenge made part of the curriculum. It is anticipated that the node would have significant public art at a pedestrian scale.
- Seek funding for sidewalk repair to encourage heavier pedestrian use. Consider landscape improvements where opportunities exist. Maintain the existing pedestrian scale of the node with improvements.



Community garden at 43rd Street and Walnut



43RD & MAIN

LEGEND

- Structured Parking
- Mixed-Use
- Adaptive Re-Use/Mixed-Use
- Redevelopment/Mixed-Use



Infrastructure Needs

- Improve the crosswalk at 44th Street to increase pedestrian safety
- Upgrade dilapidated catch basins
- Implement streetscape improvements consistent with node identification design

4 3 R D S T R E E T

Implementation Tools	Program Contact	31 st Street & Linwood	Armour Boulevard	39 th Street	43 rd Street
Public Infrastructure to support Business Expansions and Job Creation					
<ul style="list-style-type: none"> Public Improvements Advisory Committee (PIAC) provides funding for infrastructure improvements on a competitive basis. 	Community Development Department - City Hall	●	●	●	●
<ul style="list-style-type: none"> Public Works and Economic Development (EDA) assists in the construction of public works and development facilities to initiate and support the creation or retention of permanent jobs, tourism facilities, business incubator facilities, and infrastructure improvements needed to support business expansion. 	Federal Economic Development Administration - Columbia, Missouri	●	●	●	●
<ul style="list-style-type: none"> Community Improvement Districts or Business Improvement District (CID or BID) levies special assessments and taxes, collects fees, rents and other charges. <ol style="list-style-type: none"> Improvements may include: pedestrian or shopping malls and plazas, landscape, convention and meeting facilities, sidewalks, streets, alleys, traffic signs and signals, utilities, drainage, storm and sewer systems and other site improvements, parking lots, garages or other facilities, streetscape, lighting, benches, walls and barriers, bus stops, other shelters, rest rooms, paintings, murals, display cases, sculptures and fountains, music, news and child care facilities, and any other useful, necessary or desired improvement. Provide or contract for security personnel, equipment or facilities for the protection of property and persons; contract for cleaning, maintenance and other services to public and private property. Produce or promote any tourism, recreational or cultural activity or special event in the district, advertising, decoration of any public place in the district, special events and furnishing music in any public place. 	Community Development Department - City Hall	●	●	●	●

VI: IMPLEMENTATION TOOLS

Implementation Tools	Program Contact	31 st Street & Linwood	Armour Boulevard	39 th Street	43 rd Street
Public Infrastructure to Support Business Expansions and Job Creation					
4. Support of business activity and economic development in district, promotion of business activity, development and retention, recruitment of developers and businesses					
5. Support of training programs for employees of businesses within the district					
6. Contract for or conduct economic, planning, marketing or other studies	Community Development Department - City Hall				
<ul style="list-style-type: none"> Infrastructure Tax Credit Program (MDFB) permits 50% state tax credit on contributions to approved commercial projects; funds used for essential public purpose infrastructure. 	Missouri Development Finance Board - Jefferson City, Missouri	●	●	●	●
Public Infrastructure - Transportation Related Improvements					
Transportation related improvements might include streets, signage, parking, mass-transit, or bicycle and related facilities.					
<ul style="list-style-type: none"> Transportation Development District (TDD) permits levy of a special assessment, property and/or sales tax within a designated district to finance approved projects. No vote required if no one resides in district. 	Property Owner Petition to Circuit Court - requires legal assistance	●	●	●	●
<ul style="list-style-type: none"> Transportation Development Tax Credit Program (DED) permits issuance of transferable state tax credit on contributions to approved projects 	Missouri Department of Economic Development - Jefferson City, Missouri	●	●	●	●
<ul style="list-style-type: none"> Commuter Choice Initiative (FTA) permits Pre-tax salary benefit to employees to support parking or mass transit. 	www.fta.dot.gov	●	●	●	●
<ul style="list-style-type: none"> Transit Capital Investment Grants (FTA/ATA) allow money for capital investments, such as a bike station that is both a community hub for bicyclists and a place for transit information and community events. 	www.fhwa.dot.gov/tea21/factsheet/trcap.htm	●	●	●	●

VI: IMPLEMENTATION TOOLS

Implementation Tools	Program Contact	31 st Street & Linwood	Armour Boulevard	39 th Street	43 rd Street
Public Infrastructure - Transportation Related Improvements					
Transportation related improvements might include streets, signage, parking, mass-transit, or bicycle and related facilities.					
<ul style="list-style-type: none"> Livable Communities (FTA) Grants provide planning, assessment, technical assistance and design services for community oriented systems, such as a garage which incorporates a childcare center, restaurant and fee shuttle bus service to downtown employment in one facility. 	Federal Transit Administration	●			
<ul style="list-style-type: none"> Transportation and Community and System Preservation Pilot Program (FHWA) Grants are offered to incorporate transportation functions with community development, efficient land use, environmental enhancement and/or reduced infrastructure costs. Requires an earmark. Provides funds for planning and implementation grants, TA, and research. 	www.fhwa.dot.gov/tscp	●			
<ul style="list-style-type: none"> Rapid Bus - KCATA has the capacity and the interest in proceeding with the implementation of Rapid Bus service. Funding comes from the Federal Transit Administration Funds with a match from the existing Kansas City, MO Transportation Tax. No vote is required to implement Rapid Bus service. 		●	●	●	●
Incentives for Redevelopment - Public and Private improvements					
<ul style="list-style-type: none"> CDBG/Entitlement Grants - acquisition, relocation, demolition, rehabilitation of residential and nonresidential structures, public facility improvements, neighborhood centers, public services 	Community Development Department - City Hall	●	●	●	●

VI: IMPLEMENTATION TOOLS

Implementation Tools	Program Contact	31 st Street & Linwood	Armour Boulevard	39 th Street	43 rd Street
Incentives for Redevelopment - Public and Private improvements					
<ul style="list-style-type: none"> CDBG - Section 108 Loan Guarantees (Section 108) <ol style="list-style-type: none"> Financing for economic development, housing rehabilitation, public facilities, and large scale physical development projects City may apply for up to 5 times the city's latest approved CDBG amount, minus any outstanding Section 108 commitments and/or principal balances on Section 108 loans for which the state has pledged its CDBG funds as security. Maximum repayment period is 20 years; schedules and forms are negotiable. 	Community Development Department - City Hall	●	●	●	●
<ul style="list-style-type: none"> CDBG/Economic Development Initiative (Section 108) Project Grants are used only in conjunction with projects and activities assisted under the Section 108 Loan Guarantee program 	Community Development Department - City Hall	●	●	●	●
<ul style="list-style-type: none"> Tax Increment Financing Program Property Tax and sales tax capture to support project costs; State sales tax may be captured when redevelopment area contains at least one building over 50 years of age. 	Kansas City Economic Development Corporation	●	●	●	●
<ul style="list-style-type: none"> Brownfield Program - provides financial incentives for redevelopment of commercial sites; housing projects do not qualify but mixed uses do. Tax credits for remediation, loans for capital improvements; grants for public infrastructure, job/investment tax credit, income exemption, property tax abatement, and feasibility study grant. 	Missouri Department of Economic Development - Jefferson City, Missouri	●	●	●	●

VI: IMPLEMENTATION TOOLS

Implementation Tools	Program Contact	31 st Street & Linwood	Armour Boulevard	39 th Street	43 rd Street
Incentives for improvement to private properties					
<ul style="list-style-type: none"> Historic Tax Credit Program (DED) permits 20% federal income tax credit and 25% income state tax credit for improvements to property listed on the National Register of Historic Places. 	Kansas City Economic Development Corporation	●	●	●	●
<ul style="list-style-type: none"> Community Bank Tax Credit induces the creation of Community Banks which would invest in new or growing small businesses and certain type of real estate development in a designated redevelopment area; nearly any type of commercial and owner occupied residential will qualify. It also provides state income tax credits on contributions. 	Kansas City Economic Development Corporation	●	●	●	●
Incentives for Business owners					
<ul style="list-style-type: none"> Chapter 100 Bonds can provide financing for building improvements and equipment for offices uses (offers tax-exempt interest, exemption from property taxes, exemption from sales taxes on purchase or construction materials, exemption from Davis-Bacon). 	Kansas City Economic Development Corporation	●	●		
<ul style="list-style-type: none"> Business Facility Income Tax Credits for insurance carriers, research/development, computer related services and certain offices 	Missouri Department of Economic Development - Jefferson City, Missouri	●	●		
<ul style="list-style-type: none"> Rebuilding Communities Program provides income tax credits to eligible offices located in targeted areas. 	Missouri Department of Economic Development - Jefferson City, Missouri	●	●	●	
<ul style="list-style-type: none"> Small Business Administration 504 Program (Loan Financing) 	Federal Small Business Administration	●	●	●	●
<ul style="list-style-type: none"> To research successful artist's housing programs across the country, visit www.google.com and search for "Artist Housing", there are 100,000 examples; Alliance of Artist Communities members can be found. 	www.artistcommunities.org				●

VI: IMPLEMENTATION TOOLS

Implementation Tools	Program Contact	31 st Street & Linwood	Armour Boulevard	39 th Street	43 rd Street
Business Development Assistance Programs					
<ul style="list-style-type: none"> Neighborhood Assistance Program (NAP) Contributions qualify for 50% income tax credit. Provides Revolving Loan Fund (RLF); district organization expenses; community services, physical revitalization, economic development, crime prevention Maximum business donations per project - \$500,000/year 	Community Development Department - City Hall	●	●	●	●
<ul style="list-style-type: none"> CDC Grant Program (DED) operational grants, special opportunity grants, gap financing for office space, child care, small business development, and entrepreneurial development, bridge loans, and start up emerging CDC's Maximum application \$100,000 special opportunities, \$50,000 for operations 	Missouri Department of Economic Development - Jefferson City, Missouri	●	●	●	●
<ul style="list-style-type: none"> Cooperative Tourism Marketing Program 	Missouri Department of Tourism -Jefferson City, Missouri			●	●
Incentives for Residential Uses					
<ul style="list-style-type: none"> Neighborhood Preservation Tax Credit (DED) - Qualifying areas located south of 31st. Projects are selected annually by lottery. State tax credits for owner occupied residential rehabilitation and construction costs. Tax credit is 15% - 35% of eligible costs; \$40,000 - \$70,000 tax credit max/residence/10 years 	Missouri Department of Economic Development - Jefferson City, Missouri	●	●	●	
<ul style="list-style-type: none"> Neighborhood Preservation Tax Credit (DED) - Eligible areas located north of 31st. Projects can be submitted at any time. State tax credits for owner-occupied residential rehabilitation and construction costs; Tax credit is 15% - 25% of eligible costs; \$25,000 tax credit max/residence/10 years. 	Missouri Department of Economic Development - Jefferson City, Missouri	●			

VI: IMPLEMENTATION TOOLS

Implementation Tools	Program Contact	31 st Street & Linwood	Armour Boulevard	39 th Street	43 rd Street
Incentives for Residential Uses					
<ul style="list-style-type: none"> Teacher Next Door Initiative (HUD) - Zero interest note will “grade down” over 3-year period for teachers employed full time by school district serving location of home; providing 50% discount off the list price of the home. 	Community Development Department - City Hall	●	●		
<ul style="list-style-type: none"> Officer Next Door Sales Program (HUD) - Same as TND; offers 50% discount off list price of home. The average sale price and discount is \$60,000. 	Community Development Department - City Hall	●	●	●	

VI: IMPLEMENTATION TOOLS

VII: Urban Design

A: Urban Design Guidelines

The *FOCUS Quality Places Building Block* advocates the use of urban design guidelines to act as the basic framework to create an environment from which to create high quality places to live and work. Future developments should incorporate the following components of urban design:

LINKAGES

Definition: Physical and/or visual connections between important elements, including focal points and activity centers, inside and outside of development or redevelopment projects and throughout the Corridor.

Intent/purpose

- Strengthen relationships and encourage movement between important elements within the Corridor.
- Improve ease of orientation.
- Help incorporate the image of the surrounding area within a project area.
- Reinforce north/south and east/west connections within the Corridor.



Pedestrian bridge connecting Union Station and Crown Center



Corridor Guidelines

- Pedestrian linkages should be accessible to people with disabilities; should offer a variety of visual and textural stimuli; should provide locations for rest and some relief from sun, wind, rain and snow, and should be designed for safety in terms of slopes, materials and visibility.
- Pedestrian linkages should incorporate some distinctive materials or landscaping in common to help visually unify the Corridor and to help connect it to surrounding areas. This could include ornamental brickwork, streetlights, benches, and a particular type of tree, ornamental grasses or flowers.
- Focal points, such as landmarks, should be located at key visual points, including locations where Main Street intersects with boulevards and where Main Street provides an entrance to a neighborhood.



ARCHITECTURAL CHARACTER & MATERIALS

Definition: The overall design type and detailing of structures including construction materials

Intent/purpose

- Provide design elements to visually organize an area with commonalities in features and materials to form relationships between buildings. Architectural character will also harmonize with and have some elements in common with other structures in the vicinity to visually organize and give human scale to an area or project. Human scale is such that a person will feel comfortable with size, familiar features, and usability.

Corridor Guidelines

- Architectural materials should reflect and/or complement those that historically predominate in the area such as stone, brick, and block masonry, non-reflective glass and architectural metals.
- Design of buildings should convey sensitivity to edge and boundary conditions, and should present the view of finished edges to adjacent uses. This involves the screening of mechanical equipment, loading docks, and trash receptacles. This should also include screening of parking facilities.

BUILD-TO LINES AND SETBACKS

***Definition:** Build-to lines are lines that a designated facade of a building must be built on. Setback lines are lines that designate the minimum distance between reference lines (usually a property line) and a building, or portion thereof.*

Intent/purpose

- Provide for a cohesive development pattern along the Main Street Corridor. Build-to lines may define an urban development character. Setbacks may help define open space or pedestrian areas.

Corridor Guidelines

- Where a street wall exists, consisting of building fronts aligned with only a minimum setback from the street, infill buildings should be generally consistent with the existing setback.
- The design of developments or redevelopment should create a consistent, pleasing, urban-style street frontage by providing the maximum amount of building face or approved screening along a frontage build-to line established at the minimum setback from the property line. An additional ten foot setback would be allowed in order to promote sidewalk activities.
- Buildings, not parking areas, should help define the boundaries of open space.
- Parking garages should incorporate street-level retail space fronting Main Street and other great street buildings as established within the **FOCUS Kansas City Plan**.



Zero lot setback at the intersection of 43rd and Main Street

ACCESS

***Definition:** The means of providing for physical movement into and out of a site by vehicles and pedestrians in order to enable the site to be utilized; a determining factor in the successful development of the site.*

Intent/purpose:

- Provide opportunities for the public to walk or drive within developments while minimizing conflicts between the two.
- Promote an orderly, visually pleasing and active street environment for residents, workers and visitors.
- Accommodate the automobile but not at the expense of the pedestrian or transit rider.
- Provide adequate and efficient servicing of the building or development by trucks and utility vehicles while minimizing the visual and noise impact of such service.

Corridor Guidelines:

- All access shall meet the requirements of the Americans With Disabilities Act Accessibility Guidelines (ADAAG).
- Buildings should be located in a way that allows pedestrians to directly reach their destinations within a site and to directly reach continuous walkways linking destinations outside the development.
- Buildings should have entrances accessible to the pedestrian adjacent to a street.
- In order to minimize the disruption of pedestrian pathways, curb cuts should be kept to a minimum. Continuous curb cuts are not appropriate. Property owners should investigate sharing curb cuts.
- Access drives for service and delivery vehicles should be located to minimize disruptions between other vehicular or pedestrian circulation.
- The design and location of access drives should prevent headlights from shining into adjacent residential areas.



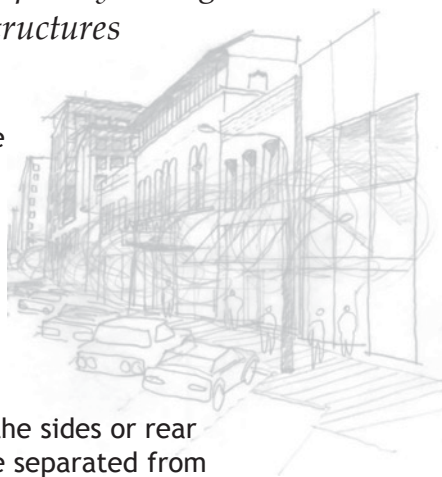
Parking to the side of Andre's at
50th and Main Street

PARKING

Definition: Areas designated for the temporary storage of vehicles, either in surface lots or in structures

Intent/purpose

- Provide temporary screened storage space for vehicles that will serve rather than visually dominate the environment.
- Provide safe, convenient pedestrian access to the structures or facilities that the parking serves.



Corridor Guidelines

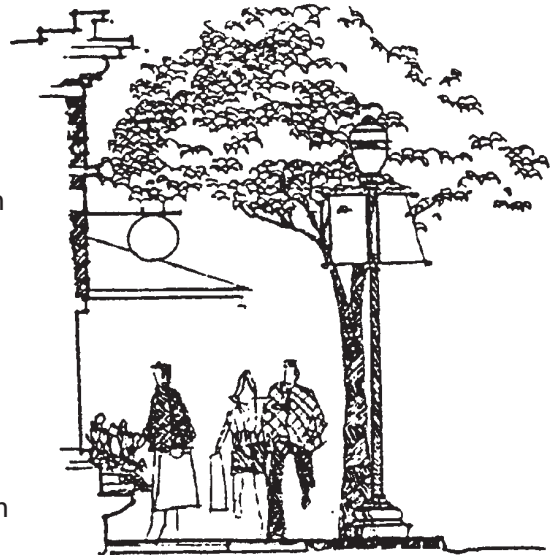
- Surface parking lots should be located at the sides or rear of structures. Surface parking lots must be separated from streets and green space by a decorative wall, a berm or a solid landscape screen at least 4 feet in height.
- Multiple small parking lots are more desirable than single large lots; larger surface lots should be subdivided with landscaped islands including shade trees.
- Pedestrian walkways and plazas adjacent to parking and drive-ways should be visually and spatially separated from them through use of additional site elements, including bollards, lighting, landscaping, and special pavement treatments.
- Parking garages located above grade should be:
 - ✓ Generally consistent in height with adjacent commercial and residential neighborhoods and should make appropriate transitions in scale.
 - ✓ Designed with screened openings that obscure parked vehicles
 - ✓ Designed so that lighting in the structure, or from vehicles in the structure, does not shine or glare into adjacent residential uses.
 - ✓ Constructed with exterior finishes that match the adjacent occupied buildings the parking serves.

STREETSCAPE

Definition: *Consists of the roadway, including medians and associated landscaping, fountains, sculpture, sidewalks, street lighting, pedestrian lighting, traffic signals, signs, benches, trash containers, newspaper and other vending machines, and transit stops and shelters within the area of the right-of-way.*

Intent/purpose

- Provide safety, comfort and convenience for pedestrians.
- Provide safety and ease of orientation for vehicle users.
- Provide a design element throughout the Corridor that can help to unify it.
- Provide a safe and pleasant separation of pedestrians and vehicles.
- Help make surrounding development to human scale and user-friendly.
- Provide a generally pleasant environment.



Corridor Guidelines

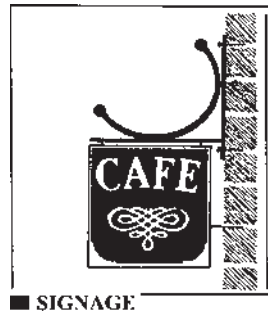
- Streetscape plans should be required for all development/redevelopment in the corridor.
- The Kansas City Area Transportation Authority (KCATA) will review all streetscape plans for arterial streets. KCATA will designate locations for transit stops, transit shelters and pulloffs, which shall be included in the streetscape plan.
- All streetscape plans should also include sidewalks, benches and trash cans at transit stop locations.

SIGNAGE

***Definition:** A system of display boards or surfaces used for directions, identification, instructions, or advertising; usually consisting of lettering, pictures, diagrams, decoration, etc., often in combination, on a contrasting background surface.*

Intent/purpose

- To provide a clear, interesting, understandable, coordinated method of identifying and giving directions to places that is complimentary to, and not in conflict with, adjacent uses.



Corridor Guidelines

- Pylon signs and billboards are not allowed.
- Signs should be made of durable materials and be complementary to materials used in the building.
- Signage should be simple, clear and legible in the circumstance in which it is seen. Information on identification signage should only include a company logo, name and address.
- When designing new signage, rather than being confined to dimensional standards, entrepreneurs should consider artistic signs that reflect the operation of a business. This artistic signage should be designed to be of pedestrian scale and to enhance the Corridor's sense of place.
- The location of signage should not obscure important architectural features.



Examples of the type of signage encouraged in the Corridor

LIGHTING

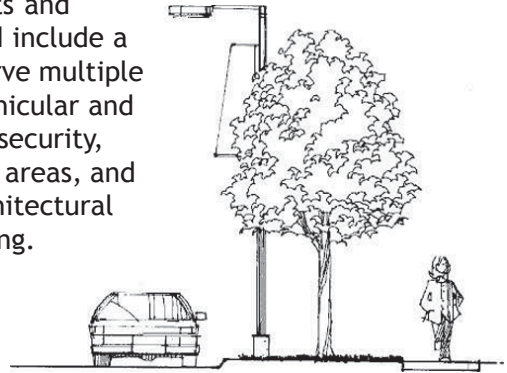
Definition: Natural and artificial sources of illumination, particularly street lighting, pedestrian level lighting, lighting of signs and architectural features.

Intent/purpose

- Enable people within a development or passing by to see well enough to find their destinations and to conduct their activities safely.
- Enliven a development and set the overall mood of a development.
- Help increase the sense of security and not negatively impact surrounding residences.

Corridor Guidelines

- Design of developments and redevelopments should include a site lighting plan to serve multiple purposes, including vehicular and pedestrian safety and security, illumination of activity areas, and accent lighting for architectural features and landscaping.
- Glare and spillage into adjacent properties should be kept to a minimum through the use of cut-off fixtures or other devices; low-noise level lights should be used adjacent to residential uses.
- Sidewalks and walkways should have pedestrian level lighting; combination pedestrian and street lighting is an acceptable option.
- The design of exterior light fixtures should be consistent throughout a development, or within a node, but not throughout the Corridor.



VIII: Glossary

The following is a glossary of selected terms from the *FOCUS Kansas City Plan*.

Activity Centers - Areas of the city with a concentration of attractions and activities, which may include any combination of offices, manufacturing facilities, retail stores, residences, institutions, entertainment and recreation. Also referred to as “Hubs”.

Adaptive Reuse - The renovation of a building to serve a use other than the one for which the building was originally constructed, e.g., the conversion of a school to apartments or a warehouse to offices.

Arterial Street - Roadway designed for large traffic volumes and moderate- to high-speed travel, providing access through and around cities and regions and/or linking major activity centers within the city. Arterials are classified as primary or secondary according to the volume of traffic conveyed. See “Primary Arterial” and “Secondary Arterial.”

Blight - Portions of the city which the City Council determines that, by reason of age, obsolescence, inadequate or outmoded design or physical deterioration, have become economic and social liabilities and where the conditions are conducive to ill health, transmission of disease, crime or inability to pay reasonable taxes.

Boulevard - As defined by Kansas City’s Plan for Major Parks, Boulevards, Parkways, and Greenways, “A boulevard is conceived as a wide formally designed street of distinguished character with a broad right-of-way, often with a substantial median, and with formal landscape effects. It is normally bordered by residences and makes connections with most intersecting streets.”

Building Blocks - The *FOCUS Building Blocks* are Kansas City’s twelve strategies to develop a successful model for a new American City by building a connected city. Connections are physical, social, economic, technical and people-oriented. These strategies provide the foundation for all the specific recommendations in the seven component plans that comprise the *FOCUS Kansas City Plan*.

Capital Improvements - A permanent addition to the city’s physical assets including structures, infrastructure (sewer and water lines, streets), and other facilities, e.g., parks and playgrounds. May include new construction, reconstruction or renovation that extends the useful life. The cost of land acquisition, design, construction, renovation, demolition, and equipment are all included when calculating capital expenditures.

Capital Web - A combination of public infrastructure, water lines, sanitary sewer interceptors and storm drains and electric, natural gas and telecommunication lines.

Citizen Access and Communication Building Block - One of twelve interconnected strategies to make Kansas City a successful model for a new American City. This Building Block includes initiatives that will make information available and accessible to citizens, thus increasing communication between citizens, businesses and government.

City Life Building Block - One of twelve interconnected strategies to make Kansas City a successful model for a new American City. This Building Block recognizes the importance of culture and entertainment, which enrich the quality of life and make Kansas City a unique and urbane community.

City Plan Commission - An eight-member commission appointed by the Mayor to oversee the planning and development of the city. The Commission's role and function is to make recommendations to the City Council planning and zoning matters. On rezoning cases, subdivisions, area or neighborhood plans, and most planning activities, the Commission must hold public hearings and submit a recommendation to the City Council on development cases.

Citywide Physical Framework Plan - One of the seven *FOCUS Kansas City Plan* components developed during Phase II. This plan addresses the character of future growth, development and redevelopment, along with capital and infrastructure needs for the city. It also provides strategic land use planning guidelines.

Collector Street - Roadway designed to carry moderate volumes of traffic and "collect" vehicles, funneling them to arterial streets. Collector streets provide connections between arterial streets.

Community Anchors - Important organizations within a neighborhood or the city which contribute significantly to the quality of life and economy in that area. They may be organizations, businesses or institutions that provide a strong presence in the community.

Community Anchors Building Block - One of twelve interconnected strategies to make Kansas City a successful model for a new American City. This Building Block includes initiatives that enable businesses, institutions, organizations and neighborhoods to work in a cooperative manner to ensure their individual well-being and success and to implement the *FOCUS Kansas City Plan*.

Community Development Block Grant (CDBG) - A Federal funding program that provides annual funding to eligible local governments for housing, community revitalization, development programs and social services, particularly in low- and moderate- income areas.

Community Development Corporations (CDC's) - Not-for-profit development organizations established to redevelop and revitalize housing and commerce that provide services in a particular area of the city.

Community Improvement District (CID) - A district established to allow private parties, by vote of a majority of property owners within the district, to assess a special tax on themselves for improvements and services that benefit the entire community.

Competitive Economy Building Block - One of twelve interconnected strategies to make Kansas City a successful model for a new American City. This Building Block outlines strategies for providing Kansas Citians with the opportunity to thrive and succeed in a rapidly evolving and highly competitive economic system. Employment training, education, transportation, incentives for businesses, business retention, and business assistance activities are some of the components of our economic strategy.

Connecting Corridors Building Block - One of twelve interconnected strategies to make Kansas City a successful model for a new American City. This Building Block includes recommendations to strengthen and create a variety of corridors in Kansas City. Cultural, entertainment, employment, transit and environmental corridors, among others, are addressed in this Building Block.

Conservation Areas or Neighborhoods - One of four neighborhood types developed in the *FOCUS Kansas City Plan*. This term describes neighborhoods that contain any age and type of development that is in good condition and of good quality with a strong market. The actions needed are to keep these areas stable, and to predict and address any emerging negative trends in order to avoid potential problems.

Density - Term used to describe the amount or intensity of development on a tract of land. Density is generally measured in two ways: as the ratio of housing units to total land area (e.g., dwelling units per acre) or as the ratio of total building floor area to total land area or Floor Area Ratio (FAR) (e.g., a FAR of 2:1 indicates that the total square feet of building area is twice the total square feet of land area.)

Design Guidelines - A set of policy statements used to direct or guide the external features of a development, as well as the relationships within the development site and between the development and adjacent uses, in order to promote quality places.

Developing Areas or Neighborhoods - One of four neighborhood types developed in the *FOCUS Kansas City Plan*. This term describes areas located throughout the city where there are major expanses of land that have never developed, areas where development is imminent, and where some new development has occurred in recent years. The actions needed in these areas are related to planning considerations for new development and to the construction of new/adequate infrastructure.

Development Pattern - Configuration or organization of the built environment.

Down Zoning - Rezoning of a property to a lower density or intensity, i.e. from a commercial to a residential, or from a multifamily to a single-family zoning district.

FOCUS - “Forging Our Comprehensive Urban Strategy” or **FOCUS**, is the name of Kansas City, Missouri Strategic and Comprehensive Plan.

FOCUS Centers Building Block - One of twelve interconnected strategies to make Kansas City a successful model for a new American City. This Building Block proposes the creation of neighborhood-based facilities to provide citizens with information and services. **FOCUS** Centers would be created through partnerships between the City, businesses, community anchors, neighborhoods and community groups.

FOCUS, Phase I: The Policy Plan - Completed in 1994, Phase I of **FOCUS** provides a vision statement for Kansas City and fourteen supporting Principles for Policy. The vision statement emphasizes putting people first in all decisions.

FOCUS, Phase II: The Strategic and Comprehensive Plan - Completed in 1997, Phase II of **FOCUS** consists of seven technical component plans. These are: Citywide Physical Framework Plan, Neighborhood Prototypes Plan, Preservation Plan, Urban Core Plan, Northland Plan, Human Investment Plan, and the Governance Plan. These seven plans are integrated with one another through the **FOCUS** Building Blocks.

Gateway - Major point of arrival into the city, or a particular part of the city, such as a neighborhood or business district. A gateway can either mark the physical entrance to the area, or it can mark the location where most people would feel they have entered an area, such as the first point along a major roadway where a person can see the downtown skyline of Kansas City.

Governance Plan - One of the seven **FOCUS Kansas City Plan** components developed during Phase II. The plan sets out specific strategies for improving city services, establishing and maintaining the financial health of the city, strengthening citizenship and metropolitan cooperation. The plan also provides a framework to insure implementation of the **FOCUS** initiatives in the other **FOCUS** component plans.

Great Streets - A concept that promotes the concentration of new development and/or rehabilitation activity along specific corridors linking key activity centers across the community.

Healthy Community Building Block - One of twelve interconnected strategies to make Kansas City a successful model for a new American City. This Building Block incorporates “partnership” and “prevention” as strategies to help people achieve their full potential and addresses health issues, homelessness, racial intolerance, and other barriers.

Human Investment Plan - One of the seven *FOCUS Kansas City Plan* components developed during Phase II. The plan outlines recommendations related to lifelong education, retaining and encouraging diversity, equipping citizens for the changing work environment, job retention and expansion strategies, programming for stimulating interest in culture and the arts, as well as, practical life skills for Kansas City's youth, and enhancing Kansas City as a place of excellence, creativity, celebration and unity.

Identity - The distinguishing character or elements of a place, neighborhood, commercial area or any other part of the city. See also "Sense of Place."

Incentive - Inducement provided by government to encourage development of a certain type or in a certain area. Examples include tax abatement, tax reduction, power to condemn and acquire property, density bonuses, etc. The term "highest incentive" is used in the *FOCUS Kansas City Plan* to indicate the most significant incentives, to be offered businesses or developers who meet a specific list of criteria.

Infill Development - Development of vacant or underutilized properties within predominantly built up neighborhoods and commercial areas.

Infrastructure - The basic facilities and equipment necessary for the effective functioning of a city, such as the means of providing water service, sewage disposal, telephone service, electric and gas connections, and the street network.

Investing in Critical Resources Building Block - One of twelve interconnected strategies to make Kansas City a successful model for a new American City. This Building Block outlines the city's fundamental responsibilities: to protect the lives and property of Kansas Citians, to be responsible stewards of the public's capital assets, and to safeguard the natural environment. Commitment of resources and investments in these basic and essential services is one of the highest priorities for Kansas City.

Kansas City Register of Historic Places - The list of buildings, structures, sites and objects in Kansas City that have been recognized by the City Council for their architectural, historical, cultural or aesthetic significance. See "Landmarks Ordinance."

Land Use - A description and classification of how land is occupied or utilized, e.g., residential, office, parks, industrial, commercial, etc.

Land Use Regulations - Ordinances and resolutions which govern and direct development of land in a city. Examples include Zoning and Subdivision Regulations.

Landmark - Urban design feature serving as a visual focal point and source of community identity.

Landmarks Ordinance - The section of City Code that defines and establishes the Kansas City Register of Historic Places, the Landmarks Commission and the powers of the Landmarks Commission.

Life Long Learning Building Block - One of twelve interconnected strategies to make Kansas City a successful model for a new American City. This Building Block describes strategies providing people with learning opportunities throughout their lives. By focusing on people at all stages of their lives, life long learning ensures that Kansas City will become known for "Citizens Involved in Learning."

Major Street Plan - Official public document outlining the network of existing and proposed freeways, interstate highways, expressways, primary and secondary arterials, parkways and boulevards required to support the current and future development of Kansas City. The first Major Street Plan was adopted by the City Council in 1971. The current Plan was adopted by the City Council in 1996.

Mixed Use - A land use type which recognizes that many land uses and activities are compatible and can be co-mingled to promote physical development at a human scale. Mixed use allows the integration of commercial, retail, office, medium to high density housing, and some light industrial land uses. These various land uses can be integrated either horizontally or vertically in a single building or structure, or on a parcel or parcels of land.

Mixed Use Center - A node of development and activity that provides a focal point for the surrounding area. This node incorporates mixed uses such as commercial, office, residential, and community serving facilities. The transportation/circulation system in a mixed use center is designed to accommodate a variety of modes, including pedestrian, transit, bicycle and the automobile. Mixed use centers are divided according to function and scale into regional, community and neighborhood centers.

Moving About the City Building Block - One of twelve interconnected strategies to make Kansas City a successful model for a new American City. This Building Block represents our transportation strategy and addresses the need to move people and goods throughout the city. Our transportation strategy emphasizes reliability, efficiency and choice which are best achieved through a multi-modal transportation system.

Multi-Modal Transportation - A transportation system using a variety of travel modes to transport people and goods. Components of this system include vehicular roadways, transit (bus, rail), bikeways, pedestrian paths (sidewalks), freight railways and airplanes.

National Register of Historic Places - The list of buildings, structures sites and objects that have been recognized by the National Park Service for their architectural, historical, cultural or aesthetic significance.

Neighborhood Assessment - A process for neighborhoods to identify priorities and improvement strategies according to their neighborhood type. The four neighborhood types, as defined in the Neighborhood Prototypes Plan, are conservation, stabilization, redevelopment, and developing.

Neighborhood Improvement District - A district established to allow private parties, by vote of a majority of landowners within the district, to assess a special tax on themselves for improvements and services that benefit the entire community.

Neighborhood Livability Building Block - One of twelve interconnected strategies to make Kansas City a successful model for a new American City. This Building Block includes strategies to make Kansas City's neighborhoods livable and enjoyable.

Neighborhood Prototypes Plan - One of the seven *FOCUS Kansas City Plan* components developed during Phase II. This plan recommends specific actions to improve Kansas City neighborhoods and encourage resident partnerships in determining their future and delivery of City services. A unique neighborhood assessment process helps citizens identify neighborhood improvement strategies.

Nodal Development - Pattern of development in which the most intense uses are located at the intersection of major streets, roadways and transit corridors and also in areas surrounding a transit station or transit stop. See also "Activity Centers."

Northland Plan - One of the seven *FOCUS Kansas City Plan* components developed during Phase II. This plan was developed specifically for the Northland. This plan targets investment strategies to maintain our existing neighborhoods, and encourages development where public facilities (water, sewer, streets) already exist. Protecting the natural environment and current character of the Northland are fundamental to the plan. Specific transportation improvements are recommended to improve east-west traffic, extend the boulevard system north of the river and create pedestrian and bicycle-friendly arterials.

Pedestrian-Oriented Development - Development which provides facilities for walking and encourages pedestrian use, designed to make movement on foot attractive and comfortable and to reduce the dependence on motorized vehicles for short trips.

Physical Environment Plans - Term that describes the five (out of seven) component plans of the *FOCUS Kansas City Plan*, Phase II, that are "physical" in nature. These "physical" plans are the Citywide Physical Framework Plan, the Neighborhood Prototypes Plan, the Preservation Plan, the Urban Core Plan, and the Northland plan.

Plans, Zoning and Economic Development Committee - One of four standing City Council committees. The Committee's responsibilities include holding public hearings to review all planning and development proposals and making recommendations for action to the full Council.

Policy Statements - Specific directives outlined in the *FOCUS* Policy Plan that indicate criteria for making decisions as well as priorities and issues of importance for the city.

Preservation Plan - One of seven *FOCUS Kansas City Plan* components developed during Phase II. This plan highlights the importance of Kansas City's rich legacy of landmark structures, historic neighborhoods, and archeological resources that make our city a special place. Strategies on transportation, urban design, capital improvements, and tourism complete our vision of the future from a preservation perspective.

Primary Arterial - Street designed to move through traffic. These streets can also accommodate major access points from abutting properties. Where traffic is heavy or movements may become congested, access to abutting land is often restricted to traffic moving in one direction.

Property Maintenance Code - Part of the City's Code of General Ordinances that set standards for the maintenance and rehabilitation of properties to insure public health, safety and welfare and to upgrade neighborhoods.

Public Housing - Housing for persons with incomes generally below 50% of the median income level which are owned by the local public housing authority.

Quality Places to Live and Work Building Block - One of twelve interconnected strategies to make Kansas City a successful model for a new American City. This Building Block provides guidelines to ensure that development in the city will establish a good relationship between people and the various physical elements of the city, including residential and commercial areas, focal points, activity centers, landmarks, corridors, waterways, and others.

Rezoning - Process by which the authorized uses of a property are changed or modified. The City Council, upon recommendation from the City Plan Commission, is authorized to change the zoning of any property within the city as long as the action is justified by public necessity, convenience or general welfare.

Redeveloping Areas - A *FOCUS Kansas City Plan* concept describing areas in which severe problems exist — the existing fabric of the area is generally gone and significant public and private investment is necessary. Redevelopment of these areas can meet market needs for residential and commercial development in older parts of the city. The actions needed are preserving structures that are sound or that may be historically significant, demolishing structures which are in poor condition, building new structures and creating a new fabric for the area.

Secondary Arterial - Street designed to provide access for one or more neighborhoods to various activity centers, community shopping centers, strip commercial areas, employment centers and community and regional recreation areas. Secondary arterials pick up traffic from collector streets and preserve the integrity of residential neighborhoods by keeping traffic out of them.

Sense of Place - The sum of attributes of a locality, neighborhood or property that give it a unique and distinctive character.

Stabilization Areas or Neighborhoods - One of four neighborhood types developed in the *FOCUS Kansas City Plan*. The term describes areas that contain any age and type of development that is having problems – with building renovation, stagnant property values, increasing vacancies and/or a weakening market. These problems can range from relatively minor to severe. These areas contribute a variety of housing, commercial and industrial space at a variety of cost levels. The actions needed involve addressing the problems that exist – stabilizing where feasible or significantly upgrading where necessary.

Streetscape - The environment along a street in an urbanized area. Streetscape elements include the roadway, including medians and associated landscaping, fountains, sculptures, sidewalks, on-street parking, street lighting, pedestrian lighting, traffic signals, signage, benches, trash containers, newspaper and other vending machines, bus shelters and other features within the area of the right-of-way.

Strip Commercial Development - Development pattern that consists of long stretches of uninterrupted commercial development. This type of development pattern is generally oriented to shoppers in automobiles and is not friendly to pedestrian usage.

Tax Incentives - Tools and mechanisms that convey one or several financial advantages to a particular employer, developer, or homeowner for a specific period of time. Incentive programs include Tax Increment Financing and Tax Abatement, the forgiving of a portion or all taxes due.

Tax Increment Financing (TIF) - A state legislated incentive mechanism whereby certain redevelopment project expenses are financed by Payments in Lieu of Taxes (PILOTS) and a portion of Economic Activity Taxes (EATS) resulting from the redevelopment project. PILOTS are equal to the tax revenue that would accrue from the increase in assessed property valuation in the project area. EATS are composed of taxes generated by economic activities within the project area, including sales taxes, utility taxes, earnings taxes, and others. The project must be located in a blighted area, a conservation area, or an economic development area, and it must be determined that without TIF assistance, redevelopment would not occur. A TIF plan must comply with the general development plan of the municipality.

Transit - Term used in reference to public transportation, including buses, light rail, commuter rail, and others.

Transit Corridor - Corridor which is served by public transit and which supports the development pattern of the surrounding areas. Development along transit corridors is generally pedestrian friendly. Higher development densities are generally allowed at the intersection of transit corridors or at transit stops.

Transit-Oriented Development - Development and land uses which support and encourage public transportation. Buildings may provide minimum areas for parking; ancillary support uses for transit, such as a waiting area or ticket purchase station; pedestrian friendly streetscape and street furniture; and multiple uses within a building.

Urban Core - Area of dense development and activity in Kansas City, Missouri. The area generally from the Missouri River on the north, 75th Street on the South, the Kansas - Missouri state line on the west and the Blue River on the east.

Urban Core Plan - One of seven *FOCUS Kansas City Plan* component plans developed during Phase II. The plan includes inventive strategies for central city neighborhoods, downtown, the Central Business Corridor, and plans for economic development, jobs, capital improvements, public transit and neighborhood livability. Strategies for the location of cultural facilities, marketing the urban core, revitalizing and sustaining neighborhoods are outlined in this plan.

Urban Form - The large-scale organization and design of the city, including the massing and organization of buildings and the space and relationship between them.

Zoning - Mechanism through which cities regulate the location, size and use of properties and buildings. These regulations are designed to promote the health, safety, morals or general welfare of the community; to lessen congestion in streets; to prevent the overcrowding of land; to avoid undue concentration of population; and to facilitate the adequate provision of transportation, water, sewage, schools, parks and other public requirements.

Zoning Ordinance - Chapter 80 of Kansas City's Code of Ordinances implementing zoning as a tool for regulating land use.

IV: Acknowledgments

Mayor:

The Honorable Kay Barnes

City Council:

The Honorable Ed Ford
1st District-at-Large

The Honorable Teresa Loar
1st District

The Honorable Bonnie Sue Cooper
2nd District-at-Large

The Honorable Paul Danaher
2nd District

The Honorable Troy Nash
3rd District-at-Large

The Honorable Mary Williams-Neal
3rd District

The Honorable Evert Asjes III
4th District-at-Large

The Honorable Jim Rowland
4th District

The Honorable Becky Nace
5th District-at-Large

The Honorable Terry Riley
5th District

The Honorable Alvin Brooks
6th District-at-Large

The Honorable Charles Eddy
6th District

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Triveece Harvey, Planner I

Ron Simmons, Graphic Design Spec.

Heather Gilbride, Administrative Asst.

Steering Committee:

Jim Rice, Co-Chairperson	Terry Ward, Co-Chairperson
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Shirley Patterson	Steve Maturo
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Molly O'Neill	Raechell Smith
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Andy Scott	John Jelinek
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Ron Yaffee	Dona Boley
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Tars Embry	Len Williams
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Herb Palmer	Tom Patterson
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Kathy Burke	Ollie Gates
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John Gladeau	Tom Owen
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Kate Corwin	Frank Ellis
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Greg Patterson	Anita Valdiva
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Steve Block	Bob Frye
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Donna Wilson	Dodie Jacobi
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Tom Levitt	David Dowell
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Steering Committee continued:

Clara Vaughn, MainCor

Greg Williams, Office of the Mayor

Bonnie Sue Cooper, 2nd District-at-Large

Paul Danaher, 2nd District

Evert Asjes III, 4th District-at-Large

Jim Rowland, 4th District

Larry Frevert, Department of Public Works

Gary Sage, Economic Development Corporation of Kansas City

Richard Coleman, Parks & Recreation Department

Jim Pritchett, Kansas City Area Transportation Authority

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Larry Dickerson

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Mark Andruss

Jeffrey Blaha

Danny Bowman

Willie Brown

Diane Burnette

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Danny Grimm

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